

MICHIGAN TRADESMAN

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Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 6, 1910

Number 1398

Do You Still Remember?

I wonder if you still remember them, Bill,
The fresh morning glories that crept up the sill
And nodded at us when the night time was gone
And curtains thrown open to let in the dawn;
The light over there, and the edge of the sun
That blazed on the hill when the day was begun.
The air on our cheeks and the sparkle of dew,
Our hearts and our hopes like the day that was new.

I wonder if you still remember them, Bill,
The way of a thousand delights up the hill
Through lanes and by hedges, where orchards were sweet,
And clover dews healing the woes of bare feet;
The chatter of squirrels, the rattle of leaves,
The round, yellow pumpkins, the wind tattered sheaves,
The shade that was deep and lent splendor to dreams,
And lips that were laved by the bubbles of streams.

I wonder if you still remember them, Bill,
The times when the cup of all nature would spill
Its gladness for us, when the days overflowed
With the laughter of playtime, and far down the road
Were milestones all marked by delights jointly shared,
To set off the days where adventure's steps fared;
Nor even a secret but innocence knew,
The heart of youth hallowed and joy bubbled through.

I wonder if you still remember them, Bill,
The times in the twilight, on hedgerow and hill
When we whistled homeward, upon the old road
With hearts full of gladness that quite overflowed;
The pillows where nestled two tangles of hair,
The joy freighted dreams, with a left over share
For the dawn of the morrow—a thread that was beaded
With jewels of joy that were strung 'round our world.

I wonder if you still remember them, Bill,
Our vows to the future we thought to fulfill;
Our day dreams to cherish, our faith to endure
Through trials how bitter, our hearts to keep pure;
No gladness of living but we two would share—
The lanes and the byways are wondrously fair.
But somehow the voices grow tuneless and still—
I wonder if you still remember them, Bill.

J. W. Foley.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's



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

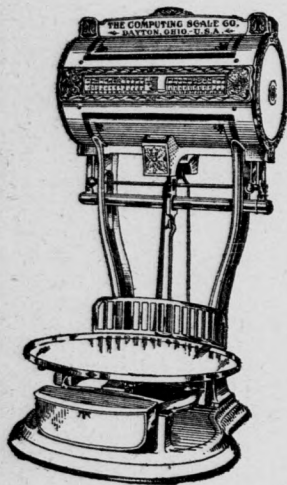
NOTICE

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

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

Pure Cider Vinegar

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

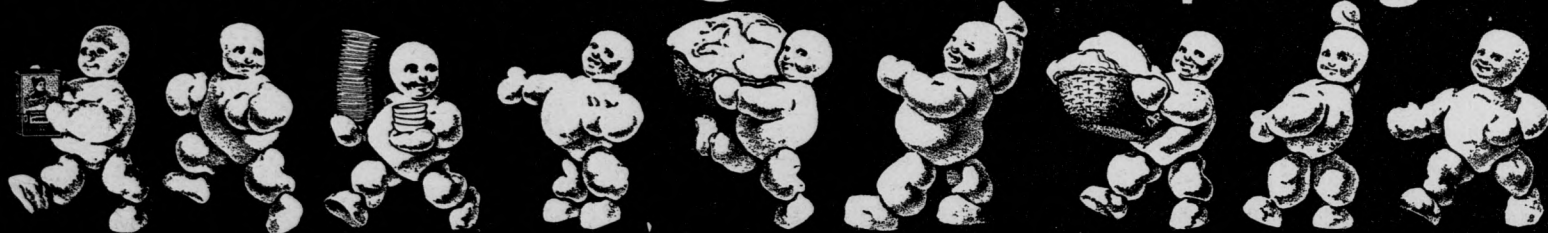
The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

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, JULY 6, 1910

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SPECIAL FEATURES.

Page.	
2.	Postal Savings Banks.
3.	Indiana Items.
4.	News of the Business World.
5.	Grocery and Produce Markets.
6.	Bad Roads.
7.	Fall Furniture.
8.	Editorial.
10.	New York Market.
12.	Butter, Eggs and Provisions.
14.	Profit-Sharing Plan.
16.	Men of Mark.
18.	Behind the Counter.
19.	Random Reflections.
20.	Woman's World.
22.	Educational Element.
24.	Michigan Counties.
27.	Just Like Some Men.
28.	Business Women.
30.	Home Again.
32.	Shoes.
35.	Variety vs. Big Stocks.
36.	Stoves and Hardware.
38.	Out of Store Hours.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
47.	Special Price Current.

SEEING THINGS.

Eugene Field once described in beautiful language the agony of the boy sleeping in a dark room on account of the things he saw in the dark. The mental attitude of some merchants seems to be on a par with the boy so aptly and so accurately described by the gifted poet.

This remark applies with particular force to the position assumed by some merchant on the subject of overalls. For many years they paid \$4.50 per dozen for standard overalls, which they were thus able to sell at a fair profit at 50 cents per pair. On account of the advance in material and labor manufacturers are now compelled to charge \$6 or \$6.50 for the same goods and the dealer ought to sell such overalls at 75 cents per pair. Instead of doing so, however, he, too, often imagines that his competitor across the street is still selling overalls at 50 cents a pair, which causes him to look around for a manufacturer who will consent to make up inferior goods at \$5.50 per dozen and many merchants are selling these goods at 50 cents per pair, making less than 4 cents a pair profit, when the freight and cartage are taken into consideration.

In the majority of cases the attitude of the competitor is absolutely and entirely imaginary. The competitor is just as anxious to get a profit as his neighbor on the other side of the street, but because of a lack of knowledge as to the true state of affairs and because of the absence of co-operation between the two merchants they go on in the old way, suspicious of each other and jealous of each other. They are both losing money every day because of the fact that they refuse to get together like men and talk things over in man fashion.

Of course, the customer who still insists on buying a pair of overalls for 50 cents is not satisfied with his purchase because he gets something cheap, which is never satisfactory and which not only disgusts the man-

ufacturer but dissatisfies the consumer and brings discredit upon the retailer as well. At the present time every manufacturer making \$6.50 overalls finds it difficult to fill his orders for that grade of goods, while the \$5.50 goods are piled high on his tables and shelves. The reason for this is that the best merchants in the country are handling standard goods, which afford them a fair profit, while the narrow minded merchant who envies his competitor and is so jealous of him that they can not work in harmony buys the cheap goods in small quantities and thus impairs his trade, jeopardizes his reputation and starves the profit side of his ledger.

There is only one way to avoid this condition of things and that is to get together like men and talk things over like brothers and come to agreements like gentlemen. Unless this is done or unless the merchant has backbone enough to insist on buying good goods and selling them for a fair profit, irrespective of his envious or ignorant competitor the bankruptcy court will ultimately reap a rich harvest and the percentage of unfortunate and unsuccessful merchants will be very largely increased.

MUSKEGON'S PROSPERITY.

About twenty years ago when the sawmills began to retire from business, by reason of their having exhausted their timber supplies, Muskegon began to go backward and for many years the dismantled sawmills found a counterpart in abandoned boarding houses and deserted residences. For a time it looked as though Muskegon was doomed to drop out of the race for commercial supremacy. Many of her leading citizens left town. Most of the sawmill operators who had made their fortunes transferred their capital to other cities. Many of her best business men were disheartened and discouraged. Instead of giving up the fight, however, they took a long look ahead and went to work with a vim and a vengeance. No more courageous spirit ever developed in any American municipality than was shown by citizens of Muskegon in overcoming the interruption to her prosperity. Her business men invested money in manufacturing enterprises with a prodigality almost beyond parallel and her taxpayers voted repeated bond issues, the proceeds of which were expended as bonuses to secure manufacturing enterprises. Many disappointing features developed in the course of this campaign and much money was necessarily wasted in the effort to build up a permanent manufacturing industry. Perseverance finally won, however—as it always does—and Muskegon is now without a

vacant house and her factories are running full-handed and many of them overtime as well. The city is picking up in every direction, the improvement being most manifest in her streets, her buildings, both public and private, and the atmosphere of progressiveness which has taken possession of every section of the city.

For many years Grand Rapids was practically without empty houses, but a few years ago the house building craze struck the town and residences have been built more rapidly than people have come in to occupy them. If one-half of the energy and the capital that has been expended in the erection of residences, costing from \$5,000 to \$10,000, had been invested in factories instead, the city would now be in the most prosperous condition it has ever been and there would be no vacant houses, as is now the case. Our factories have increased rapidly in both number and capacity, but not fast enough to keep pace with the house building mania.

It is not too late for Grand Rapids to sit at the feet of Muskegon and learn a few things regarding the securing of manufactories. True, Grand Rapids people would never consent to the voting of public money for cash bonuses, because such methods are not regarded as either legitimate or advisable; but she can create and maintain a spirit of local patriotism that will result in local investors putting a larger proportion of their money into home manufacturing propositions and thus accomplish the same result in an entirely unobjectionable manner.

ZEPPELIN IS UNDAUNTED.

Despite the catastrophe which overtook his aircraft on its third cruise, it is encouraging to learn that Count Zeppelin is about to build another half as large and designed to carry forty people. Navigation of the air has reached the stage when a single misfortune does not break faith in the system. Everywhere on land and sea are convulsions of Nature which prove fatal to man. A few shipwrecks would not for an instant cause any person to condemn navigation. Nor should the fact that the airship was wrecked scare the world into thinking that the attempt to fly has again proved futile. Rather we should feel it a subject of congratulation that the dirigible weathered the storm for ten hours. It was not in sailing but in alighting that the damage was done.

While the loss is a heavy one, the original cost being \$300,000, one-third of which is a total loss, Zeppelin is choking his disappointment in the most sensible manner and redoubling his energies in repairing the mischief. This is the stuff out of

which our best men are made. They are men who rise from the ruins of their hopes more determined and more resourceful than ever.

History has recorded many accidents which seemed at first overwhelming that in the end resulted not so disastrously after all. "It is defeat," says Beecher, "that turns flint to bone and gristle to muscle and makes men invincible and formed those heroic natures which are now in the ascendancy in the world. Do not, then, be afraid of defeat. You are never so near to victory as when defeated in a good cause."

Zeppelin braved the elements for hours and has given a confidence to his co-workers. Enduring hardships which would have proved disastrous on land or sea, he knows that he can fly in storm; the problem now before him is how to alight successfully; and he will master it.

SWAT THAT FLY.

There are few things more repulsive to the tidy housekeeper than to enter a place where eatables are kept and find it swarming with flies. She at once arrives at the perfectly logical conclusion that there is a lack of tidiness to a degree which is unpardonable and mentally resolves to seek a more inviting place in the future.

Even where the doors are well screened flies will slip in and if we would avoid the nuisance there must be a continual fight until frost puts an end to the six-footed pest.

In England they have arrived at such a perfect state of sanitation that the fly nuisance has been blotted out. While there is nothing to hinder our doing the same thing it will take time, not only to educate the people to the necessity of wiping out the fly, but to reach the stage where it is practicable.

While it may be annually more and more nearly approximated, until all breeding places are forever disposed of, the fly will continue to enter our doors. There is no other way but to battle constantly, yet this is simpler than many suppose. Sticky fly paper is a nuisance, to say the least, some one being likely to ruin the clothing unless it is placed entirely out of reach. Poison is not to be considered in the vicinity of eatables. Yet the screen cloth which serves to keep the major part of them outside will also quickly dispatch those that slip in.

An effective fly swat can be quickly made by doubling a piece of wire screen of convenient size and tacking it to a window stick. A few minutes each day will dispatch every fly that lights, a blow stunning them so that they fall and can be picked up and destroyed. This is much better than to endure them among your goods.

POSTAL SAVINGS BANKS.

They Do Not Worry Grand Rapids Bankers.

The bank statements showing conditions at the close of business June 30 do not show many changes as compared with the Mar. 29 or Jan. 31 statements. The figures reflect stationary conditions rather than developed tendencies; the changes are fluctuations such as naturally occur in business rather than positive movements in one direction or the other. The loans and discounts are \$63,000 less than in March and \$117,000 greater than in January. The total deposits are \$90,000 less than in March and \$16,000 less than in January. The savings and certificates show a healthy increase, but the commercial and bank deposits have had a shrinkage due to natural causes.

Three months is too short a period to make much difference in statements, except under extraordinary conditions. Comparisons of the present statements with those of a year ago furnish a more accurate guide to tendencies, and here they are:

	June 30, 1910	June 23, 1909
Loans and discounts	\$18,664,054 70	\$16,713,163 75
Bonds and mortgages.....	7,364,917 19	7,422,981 91
Reserve and cash items.....	6,329,290 04	5,160,687 21
Surplus and profits.....	1,802,648 41	1,716,904 54
Commercial deposits	10,079,539 55	9,051,535 43
Savings and certificates.....	14,298,096 24	13,468,394 99
Bank deposits	3,192,283 48	2,583,930 64
Total deposits	27,890,007 36	25,371,035 34
Per cent. reserve and deposits.....	22.7	20.3

It will be noticed that the year has brought a great change for the better, with nearly \$2,000,000 expansion in loans and discounts, and an increase of \$2,520,000 in total deposits. This change came almost entirely in the last six months of the old year. During the first six months of the new year the inclination in business circles, as reflected in the bank statements, has been to mark time. Agitation regarding the high cost of living, labor uncertainties and Congress in session have combined to bring about this condition. Business men have hesitated to go far from shore. Some of the disturbing elements have been removed. It is not unreasonable to look for a substantial revival all along the line this fall.

The surplus and profits account shows an increase of \$86,000 in the year, which is pretty good considering that last year the dividends had not been deducted, while this year they had been. This would make more than \$100,000 difference.

There will soon be a pronounced expansion in the deposits. The city and school money is beginning to come in. The tax rolls call for nearly a million dollars. The large tax payers send in checks, but the little fellows, and there are hundreds of them, dig into the family money chest for the coin.

The total deposits of the Kent State are \$6,101,734.68, which makes a

new high record not only for the Kent State but for the banks of Grand Rapids. Only once before and then only for a short time and under special circumstances has the Grand Rapids Savings shown so high a total as \$2,312,160.97. The Commercial reached the \$2,000,000 mark in January and is now \$51,000 above it. The city Trust and Savings with \$601,802.98 and the South Grand Rapids with \$317,669.83 score new high marks. These two junior banks are doing very well. In two years they have nearly doubled their deposits and in the case of the South Grand Rapids not a statement has been made but has shown an increase over the preceding.

The State banks seem to be going after the deposits of the up-State banks. Their due to banks is \$367,566, compared with \$180,606 a year ago and \$137,126 two years ago. The State bank that seems to have been most aggressive in getting this business is the Peoples, which has within the year jumped from \$7,909 to \$136,212.

The certificates and savings total,

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\$14,298,096.24, is a new high record. It is a remarkable fact that however the other deposits may fluctuate the savings keep on growing. It is true the panic of 1907 pulled them down about a million, but this was only temporary and since then they have been climbing higher more rapidly than ever. The National banks count their savings deposits with their deposits subject to check. If these were shown as savings deposits as they ought to be the total of the savings would be increased by approximately \$4,000,000.

There is a pretty race on between the Nationals and States for the greatest total deposits. The Nationals used to have a long lead; but the States have been gradually catching up. A year ago the Nationals were still \$2,000,000 ahead; now they are only \$1,165,000 in the lead. The Nationals have the big end of the subject to check and due to bank deposits, but where the States are strong is in the matter of saving.

The enactment of Congress creating the postal savings banks, does not worry the Grand Rapids bankers. Instead of objecting they are inclined to welcome this Government activity. The law as it stands has its weak points and its crudities, but time and experience will soon make these evident and lead to such changes as may be necessary. The principal of the postal savings is, however, endorsed and commended by such men as Clay H. Hollister,

Jas. R. Wylie and Wm. H. Anderson. In all the larger cities are foreign elements that are unfamiliar with and suspicious of the banks. They deposit their savings in the cellar or the bottom of the cook stove, sometimes to their loss and sorrow. Their savings become hoardings, money taken out of circulation and idle. Most of these foreigners are accustomed to the postal savings in the Old Country and it is believed when the postal savings is established in this country much of their accumulated surplus will come out of the hiding places. This money would not come to the banks as direct deposits under any circumstances; the banks will get it through the postal department. The law limits the amount any individual may deposit to \$500. It is figured that when the foreigners begin to deposit many of them will gradually drift to the banks to receive the 3 per cent. interest instead of the 2 per cent. which the Government will allow. The postal savings law was passed in May, to take effect in sixty days, but it will probably be three or four months before the system is actually established. A Commission is now formulating the rules and regulations. The next step will be to designate three or four of the larger postoffices in each state as postal savings banks. The system will be tried out in the larger cities and will be gradually extended to the smaller towns. Detroit, Grand Rapids and Saginaw will probably be the Lower Peninsular cities in which to start the banks and the Upper Peninsula will probably have one.

The Exception.

"I don't like to see such statements in the press," said the man as he laid his newspaper down on the seat beside him.

"Is it about the comet?" was asked.

"Oh, no. It's that same old talk of political graft. The statement is made here that money will buy any member of the New York Legislature."

"Yes. I've read something like that."

"But it is not true, sir—it is not true. The charge is too sweeping."

"Perhaps you've—?"

"Perhaps I've been a lobbyist and know what I'm talking about? That's the case, sir. Two years ago I wanted to get a bill through the body we are speaking of. It wasn't a square thing, and I depended on the long green."

"And you found members you could not buy?"

"I did, sir. That is, I found one. I offered him as high as a thousand dollars for his vote, but I could not ludge him. I tried and tried, but it was no use."

"Too honest, eh?"

"Well, I thought that was it until he came to explain."

"And then?"

"Why he was so ashamed of having been elected to such a body that he intended to go home and commit suicide, and so the money I offered him could do him no good!"

THE HOOSIER STOREKEEPER.

Two Vital Features in Store Management.

Written for the Tradesman.

In response to the last letter several enquiries have been received. I will give a few of these in this issue and, while I am taking the liberty of making these public, I wish to say that in the future when questions are asked I wish that you would please state whether you desire answers sent direct to you, and if no mention is made I will answer them through the Tradesman.

J. R. ———, Mich.: How can I advertise in a way that will do me any good when we have no local paper here? This town has only 300 inhabitants and we are surrounded by larger towns. Several of the big stores send out their advertising directly through my territory.

This is, perhaps, one of the hardest problems that confront the dealer in a village where he has no access to the newspaper. I realize that it simply is out of the question for the merchant in a small place to get much good out of the use of county seat papers. Mr. R., I will tell you in a brief way what I would do if I were located as you are in the town of R.: Having been through your part of the State I know that you are located in one of the richest farming sections. It will mean work for you to follow out my plan, but you can do it. First of all, get up a good accurate mailing list of the heads of families and widows. Be careful to get the correct mailing addresses. Keep each route separately and don't let this work be done in a haphazard, guess manner. Get it right. Then on your regular stationery get up a nice circular letter addressed to your trade. Talk to them just as if Mr. Jones was in front of you; make your letter plain and to the point. I would suggest starting off something like this:

"Dear Sir—I want to make my bow to you. I am going to join the ranks of the advertisers. In the past I have not thought it was necessary to spend money to advertise, but you know the world moves and that the big stores all over this country spend a fortune in letting people know what they have to sell. Besides, I find that the big advertisers can sell goods cheaper by attracting more customers and, naturally, selling more goods, which gives such stores the chance to buy in larger quantities. I am going to prove to you that I can and will sell you just as good goods as you can buy in larger towns, and on account of my facilities here I can and do run this store on less expenses than my competitors in larger towns. I am simply going to give you the benefit. I am in dead earnest about this. I mean every word I say and I am going to build up a bigger and better trade."

Doesn't this sound good? Suppose you received this letter, wouldn't you say, "I believe that fellow is going to do something?" and you would say, "Martha, next time you just take your trade over to Mr. R."

Follow this letter up in about a month with a sale. Don't tell me you

"can't" and that your place is too small for that. Get busy and get out your sale bills and distribute them thoroughly, and if you need any advice on this line ask me. I will gladly send you plenty of ammunition. Don't let the size of your town keep you back. You can capture more trade if you will.

A. C. G.: I am having considerable trouble with my clerks. They are always jealous of each other and I do not think that I get as much work out of them as I ought to. I pay good wages.

Let me say right here that you are the boss and it is certainly up to you.

There are a great many ways of getting your help to work to your interest which only a suggestion from me will lead you to think of ways and means. A small cash bonus for the one who sells the most goods on certain days; a small per cent. on slow selling articles; but this leads on to the great difficulty in store organizations, which can be likened unto base ball—the great American game, which, by the way, is the squarest sport of modern times.

I have in mind our local club. We formerly hunted for individual talent. We were elated when we found a star pitcher (for an amateur) and we were tickled almost to death when we got hold of a crackerjack first baseman or a hard hitter, but somehow we could very seldom win the big games which we had set our hearts to capture. There was that something lacking which we finally discovered was nothing more or less than "team work." It is exactly the same in store management. You can sell more goods with help that are not so expert if you can get your people to work together. This idea is being recognized by some of the most successful stores in the country. It is the training of clerks that makes salespeople. You say that you are not a teacher and that you do not propose to waste your time to help them and then take chances of the store across the street getting them away from you. But this is shortsighted, Brother G. Why do the big stores employ experts at big salary to teach their help if it doesn't pay them in increased dividends coming from increased volume of sales? Get your help together and talk it over. If anything unpleasant comes up don't beat around the bush. We don't. When we have these little unpleasanties creep in we call a meeting and we thoroughly thresh it all out. The result is that we keep everybody smiling and when we find that this doesn't work we simply pay them off. Life is too short to allow the clerks to spoil the store atmosphere. They simply must work together. You can not afford to have any but the most obliging salesforce which it is in your power to employ.

I know of one of the largest stores in the East, whose prominence is so marked that it is often pointed out as the store which was begun only about a dozen years ago on a side street in a single room and to-day it is occupying almost a city block. I

happen to be personally acquainted with the head of this big retail store and several of the buyers.

This big store gives credit for its phenomenal growth to the high class of salespeople and its great buying system.

This store conducts a regular night school and every one of its people is required to attend from the superintendent down to the stock girls. They meet once a week and in busy seasons twice a week.

It is now publishing a little store paper only for its employes. It conducts a series of contests with big cash prizes for the best store suggestion. It conducts a regular criticism department. It calls this the "Knockers' Column" and everybody gets roasted from the bundle carriers up—and they generally take this in good spirits, very rarely do they take offense. It is the most talked of and best advertised store in that city—best advertised because more people talk of their store stunts than any other establishment in the East. After all, there is absolutely nothing that equals "Word of mouth" advertising. It is the very best kind of publicity.

I am told by people who are in a position to know whereof they speak that this store is a great money maker and has been a profitable venture from the very first day it opened its doors. The inducements in the way of leaders which it gives its trade are almost unbelievable.

The advertising of any concern that makes a great success is characteristic of the store and is usually of a distinct and unmistakable style altogether its own.

I want more problems—more store puzzles—and who is there among you who doesn't have them? Send along your newspaper advertisements—your store literature—send me your circulars—your large advertising bills for criticism and suggestions. I want to make these letters of genuine human interest and of real money making value to you, and I want your cooperation. Write to me through the Tradesman.

Next week I will show some samples of advertising and tell how printer's ink can run up the figures on the cash register.

The Hoosier Storekeeper.

Character in Handwriting.

A skeptic of graphology recently tested the skill of two professors of the art. To the one he submitted the handwriting of Vacher, the notorious criminal, the slayer of peasant women. The professor without hesitation pronounced the writer to be a good, tender-hearted and lovable person, who would be sooner or later the victim of his altruism, says the London Globe. A psychologist tested another professor with Rostrand's writing. He would say nothing until he learned the day of birth of the writer. He was told August 1, 1868. After some deliberation the professor declared that the writer would be guillotined in 1910 and that the sensation created would eclipse that caused by the production of "Chanticleer."—New York Times.

INDIANA ITEMS.

Business News From the Hoosier State.

South Bend—What is considered to be an excellent plan for the extension of trade in this city was partially agreed upon by the members of the Retail Merchants' Bureau of the Chamber of Commerce at their last meeting in the Chamber's offices. The members of the Bureau are some of the most enterprising business men in the city and they think that the merchants of South Bend are not getting enough out of town advertising. As the result the merchants have arranged for an excursion to be run to this city from all the neighboring towns for a week some time in September. A committee was appointed and Felix Ettinger named as chairman. Sub-committees were then selected. When the Committee has decided from what towns the excursions will be run there will be another excursion planned in October and a train will be run from each town separately some time later. This is the first step the Bureau has taken in the extension of trade and if it proves to be successful it will be repeated.

Angola—Campbell & Co., who have been operating a feed exchange in this city and buying grain, hay and wool for the past two years, have closed a deal for the old Morse house lot, near the Lake Shore depot, and will commence work on the erection of a grain elevator, hay barn and storage ware room thereon. This is adjoining the railroad grounds and siding of the Lake Shore & Michigan Southern Railway at its crossing on West Maumee street.

Ft. Wayne—After forty-six years in the cigar manufacturing business in this city H. W. Ortman, originator of the Pearl, Dia and H. O. cigars, has retired and is succeeded by his son, E. C. Ortman, who will continue the business under the name of the Ortman Cigar Co. The younger Mr. Ortman has been with his father in the business for some time and will maintain the standard set by his father in the various brands manufactured. The elder Mr. Ortman has started on a tour of the West, where he will remain for several months.

Marion—Mrs. Charles Van Leer has bought out the Charles Young grocery stock.

Flora—O. P. Cornell has opened a store for the sale of hardware, stoves, automobile supplies, paints and oils and sporting goods.

South Bend—A. S. Bucholz, the owner of a meat market at 1304 West Division street, is putting up a new \$6,000 building near his present location which he will use as a meat market and residence. The old property will be rented.

Kendallville—J. Keller & Co. are about to erect a modern grain elevator on the site formerly occupied by the cold storage warehouse of Beyer Bros. & Co. on West William street, abutting on the G. R. & I. tracks.

Columbus—The Commercial Club has caused a list of all the taxpayers of this city to be prepared and an

individual and personal appeal will be made to each for a donation of 1 per cent. on the amount of his taxes. The Club has taken this method in an effort to raise a permanent factory fund for the city, and by the method it is hoped to raise between \$50,000 and \$100,000, to be used in inducing factories to locate here.

Garrett—As soon as Leigh Hunt disposes of his mercantile business in this city he will assume the management of the Hunt Manufacturing Co. and operations will be rushed as fast as possible. A portion of the room occupied by the Hoosier Automobile Co. will be used by the company for the present and cloak racks and various other store furnishings will be manufactured.

Indianapolis—Henry L. Brown has closed his thirty-fifth year with the Daniel Stewart Drug Co. and retired permanently from business. Mr. Brown was the Cashier and Secretary of the company and a handsome silver tea service was presented to him by the members of the company. The gift was accompanied by a note of appreciation for his thirty-five years of faithful service. Mr. Brown is 81 years old, the oldest man in active business in the South Meridian street wholesale district. He will spend the summer with his daughters at Channel Lake, Ill., returning to his home in this city later.

Brownstown—John W. Fountain will open a new furniture store here August 1.

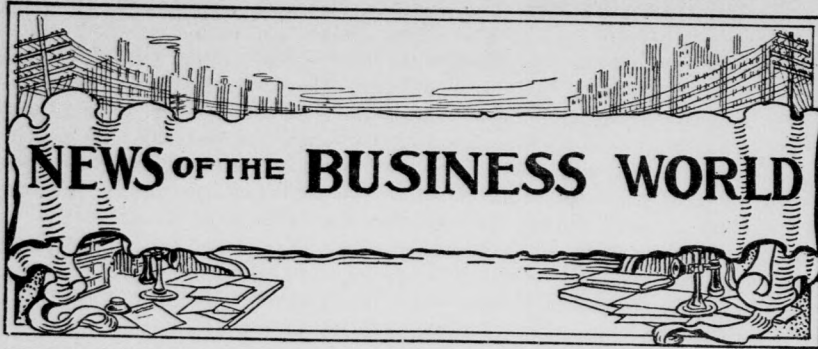
Michigan City—The Producers and Consumers' Brotherhood, a Chicago concern, will shortly open a grocery store here.

Warsaw—The Van Wert Canning Co. is now engaged in the canning of peas and will be busy with this crop for about two weeks. The pea crop is short this year on account of the dry weather and the supply is not as large as is desired. String beans will be ready for canning about the last of July and a good crop is looked for this season. The canning of sweet corn will start about the first of August. Before the end of the canning season the force at the factory will be greatly increased.

Indianapolis—P. B. Trone, of this city, widely known as a commercial traveler, who has completed twenty-three years of service on the road, nineteen years of this time representing Indianapolis wholesale houses, has given up the road, as he has been elected Secretary-Treasurer of the Indiana Travelers' Accident Association, to succeed Carey McPherson, who, after fourteen years, retires to his farm near Mooresville. Mr. Trone has traveled for Griffith Brothers, millinery goods; the Mooney-Mueller Drug Co. and Charles D. Pierson, queensware. He is connected with all commercial traveling organizations of this city.

Young Men Wanted

To learn Veterinary profession. Catalog sent free. Address Veterinary College, Grand Rapids, Mich., Dept. A.



Movements of Merchants.

Trufant—Oscar Petersen has opened a new hardware store.

Luther — George Hastings has opened a grocery store here.

Freeland—Thomas Love has engaged in the meat business here.

Sault Ste. Marie—Alex. Fulton has engaged in the hardware business.

Owosso—John Bessinger has opened a cigar store at 108 West Main street.

Laingsburg—Elmer E. Bixby has bought the grocery stock of W. H. Benson.

Onkama—Adolph Schraeder has opened a confectionery and cigar store here.

Flint—Ivan L. Roush succeeds Thompson & Roush in the merchant tailoring business.

Harbor Springs—G. C. Adams has opened a meat market in connection with his produce business.

Dowagiac—F. E. Tarrant has opened a grocery store at Dewey Lake for the benefit of the resorters.

Coldwater—G. F. Lower, baker, has filed a voluntary petition in bankruptcy. The assets are about \$1,000.

Flint—The Tarolli Lumber & Fuel Co., which recently assigned, shows assets of \$8,700 and liabilities of \$8,200.

Manistee—The capital stock of the Manistee Salt & Mineral Bath Co. has been decreased from \$150,000 to \$75,000.

South Haven—E. J. Merrifield has sold a half interest in his implement stock to George A. Brown, formerly of Plainwell.

Whitehall—G. Berg & Co. have leased their meat market to J. Baasch and will devote their attention to buying live stock.

Hastings—C. H. Osborn has sold his stock of shoes and clothing to Grant H. Otis, who will continue the business at the same location.

Ludington — Charles Skoog and Herman Borg have formed a copartnership and engaged in the hardware business on South James street.

Cassopolis—Mrs. H. J. Osborne has sold her stock of millinery to Miss Esther George, recently of Marcellus, who has taken immediate possession.

Kalkaska—Leslie Dawes is erecting a brick building to replace the one destroyed by fire recently. When completed he will occupy it with his laundry.

Mt. Clemens—The City Drug and News Co. has disposed of its drug stock to the other druggists of this city and will go out of that branch of the business carried on at its store, 26 Macomb street.

Negaunee — J. J. Wentela and Archie Orr have formed a copartnership under the style of Wentela & Orr and engaged in the jewelry business here.

Sault Ste. Marie—The Lipsett Bros. Co., whose clothing and men's furnishing goods stock was recently destroyed by fire, does not intend to resume business.

Holland—Vinkemulder & Essenberg, grocers, have dissolved partnership, Philip Vinkemulder continuing the business at the same location under his own name.

Freeport—Thomas A. Welsh has sold his general stock to Herb. I. Miller and Floyd Everhart, who will continue the business under the style of Miller & Everhart.

Cassopolis—W. D. Hopkins has bought the interest of Lewis Freer in the drug store which the latter and C. W. Hackney were preparing to open in the Rinehart building.

Freeland — A copartnership has been formed between A. J. Morris and A. W. Munger under the style of A. J. Morris & Co. to engage in the real estate and insurance business.

Eaton Rapids—Miers & Green, bakers, have made an assignment to H. C. Minnie, of the firm of Minnie & Tubbs, hardware dealers, who have taken charge of the stock and fixtures.

Marquette—William Salter has sold his interest in the grocery stock of Salter & Rydholm, to Abe Rydholm, and the business will be continued at the same location under the style of Rydholm Bros.

Elmira—A. W. Stein has purchased the M. E. Towne general stock, at Fenton, and has moved his family to that place. He will continue his general merchandise business here under a manager.

Durand—Work has been begun on the construction of a two-story addition to H. Hutchinson & Son's hardware store. The new part will be in the rear of the building and will extend to the alley, a distance of about 57 feet.

Detroit—Geo. R. Meier, druggist, has merged his business into a stock company under the style of the Meier-Forman Drug Co., with an authorized capital stock of \$10,000, of which \$6,200 has been subscribed and paid in in property.

Red Jacket—I. Miller, who conducts a department store at Houghton, has taken over the Croatian Co-operative Co. stock and will continue the business at the same location, under the management of David Toplon, recently of Lake Linden.

Houghton — Charles Mills, who conducts a meat market at the west end of Sheldon street, will vacate his present quarters about the first of August and go into his own building, which will be erected between Emerald and Pearl streets, on Jasper street. The new building will be 20x46, a one story affair with a 12 foot ceiling.

Brooklyn—Three of the stores in the new brick block are now occupied—A. H. Palmer has one with hardware and harnesses; Dave Walker, with general merchandise, and the Cobb Company with a stock of drugs. The places left vacant by these people are in the old brick block, the first to be erected in the village. It is owned by Ara Ennis, of Washington.

Bay City—The Robert Gage Coal Co. has acquired the Black Diamond mine in Bay county and will operate the same in connection with its other possessions. This mine was opened a year ago, but a difference among the stockholders resulted in its idleness. The company owns and operates three mines in the county and a like number near St. Charles, in Saginaw.

Detroit—Homer Warren & Co. have closed a deal by which the Whitney estate will erect a building on the southeast corner of Grand River avenue East and Farrar street for L. B. King & Co., crockery merchants, now located at 103 Woodward. The building will be five or six stories high and the construction will be steel with floors of cement. The new store will be modern in every respect.

Menominee—The Leslie A. Boyd hardware stock has been sold to Lauerman Bros. Co. for \$2,025. The sale was conducted by Attorney H. Lee Frink as trustee for the creditors and is subject to the approval of the court. The Baldwin Mercantile Co., of Sparta, Wis., William Simpson, of this place, and Jacob Wittig, of Marinette, were also bidders for the stock. The purchaser will move it to the basement of its store and add it to its hardware department.

Calumet—The final plans for the annual outing and picnic of the Calumet, Lake Linden and Keweenaw County Butchers' Association, to be held at Calumet & Hecla Park, this city, August 3, were arranged at a meeting of the butchers last week. On the day of the picnic the Torch Lake and Calumet meat markets will be closed. John Hosken, of Calumet, will be Speaker William A. Williams President and John Pavlak Grand Marshal. The parade will start from the Laurium car barns, where the local butchers will be joined by the Lake Linden-Hubbell delegation. They will wear the regular white duck clothing. A fine list of sports is being arranged for the afternoon.

Manufacturing Matters.

Adrian—The Lamb Wire Fence Co. has been changed to the Peerless Wire Fence Co.

Detroit — The Grabowsky Power Wagon Co. has increased its capitalization from \$300,000 to \$500,000.

Big Rapids—The capital stock of the Falcon Manufacturing Co. has been decreased from \$100,000 to \$40,000.

Detroit—The capital stock of the American Motor Castings Co. has been increased from \$125,000 to \$200,000.

Augusta—Alanson M. Keeney, of Kalamazoo, has purchased the property of the Flour Mill Machinery Co. at auction for \$2,500.

Detroit—The United Manufacturing, Polishing & Plating Co. has changed its name to the Gem Manufacturing & Plating Co.

Detroit—The Bower Roller Bearing Co. has been incorporated with an authorized capital stock of \$225,000, all of which has been subscribed, \$34,299.86 being paid in in cash and \$124,030.14 in property.

Detroit—A new company has been organized under the style of the Roberts Vacuum Cooker & Manufacturing Co., with an authorized capital stock of \$35,000 common and \$15,000 preferred, all of which has been subscribed and paid in in property.

Ann Arbor — The Huron River Manufacturing Co. has been incorporated to manufacture and sell automobiles, delivery trucks, etc., with an authorized capital stock of \$100,000, of which \$52,500 has been subscribed and \$42,500 paid in in property.

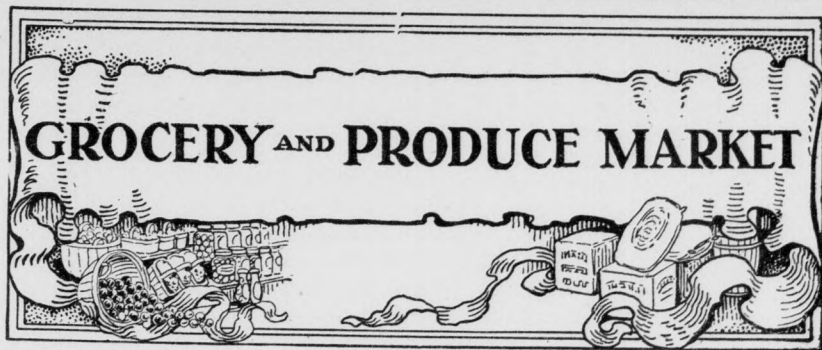
Detroit—The Monarch Manufacturing Co. has engaged in business to manufacture and deal in all kinds of hardware and builders' supplies, with an authorized capital stock of \$10,000, all of which has been subscribed, \$2,500 being paid in in cash and \$500 in property.

Leroy—Leon Haybarker has purchased a general stock and meat market at Ransom, Hillsdale county. Mrs. Haybarker went there Monday to take possession and Mr. Haybarker will follow next week. This purchase is situated in one of the best farming sections in the State.

Detroit—Henry Houghten, dealer in builders' supplies, has merged his business into a stock company under the style of H. Houghten & Sons, with an authorized capital stock of \$500,000, all of which has been subscribed, \$5,209.65 being paid in in cash and \$494,790.35 in property.

Chelsea—The Grant & Wood Manufacturing Co. has let the contract for a brick building 200x50 feet to be erected immediately in the rear of the building known as No. 12. This entire building will be devoted to the manufacture of steel balls for ball bearings. This part of the business will be of considerable importance, as Mr. Grant controls all the machines that manufacture balls.

Michigan enjoyed last year the lowest average rate of premium on fire insurance in thirty years, while the loss ratio was higher than the previous year. This is the statement made by Insurance Commissioner Barry in his annual report, which he is just completing. It shows the average rate to be \$1.15 per \$100 of insurance written, a decrease of 7 cents over the previous year, while the loss ratio increased .813 per cent.



The Produce Market.

Apples—Colorado, \$2.50 per box.
 Bananas—Prices range from \$1.50 @2.50, according to size.
 Beets—30c per doz. bunches for new.
 Butter—There is a very active demand for all grades, both solid and prints. This demand is both for consumption and speculation. The percentage of fine butter arriving is not as large as a week ago, on account of the extreme warm weather. Some creameries are not strictly fancy, and because of all these conditions the market is ruling higher than usual at this season. No relief from existing high prices is looked for soon. Local handlers quote creamery at 28½¢ 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.
 Cabbage—Louisville, \$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—25c per bunch for home grown.
 Cocoanuts—60c per doz. or \$4.25
 Cucumbers—60@70c per doz. for No. 1 and 35@40c for No. 2. per sack.
 Currants—\$1.65 per 16 qt. crate.
 Eggs—Receipts continue liberal for the season and the market is firm at the same quotations prevailing a week ago. The receipts, owing to the increasing heat, show a larger percentage of loss than they have been, and this is the main factor in the situation. The consumptive demand is normal for the season, and a steady market at least seems in prospect. Local dealers are paying 18c f. o. b. shipping point, holding candled at 20@21c.
 Gooseberries—\$1.50 per 16 qt. crate.
 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 \$7.75 and California to \$8@8.25 per box.
 Lettuce—75c per bu. for head and 60c per bu. for leaf.
 Onions—Louisville, \$2 per sack; home grown green, 15c per doz. bunches.
 Oranges—Late Valencias are quoted as follows: 96s and 288s, \$4; 126s and 250s, \$4.25; 150s, \$4.50; 176s, 200s and 216s, \$4.75. Mediterranean Sweets are as follows: 96s, \$3; 150s, \$3.75;

176s, 200s and 216s, \$4; 250s and 288s, \$3; 300s and 324s, \$2.75.
 Peaches—California Elbertas, \$1.75 per 6 basket crate.
 Pieplant—75c for 40 lb. box.
 Pineapples—Floridas command \$3 for 24s; \$2.90 for 30s; \$2.75 for 36s; \$2.40 for 42s.
 Pop Corn—90c per bu. for ear, 5¼@3½¢ per lb. for shelled.
 Potatoes—No. 1 Virginia stock has declined to \$2.25 per bbl.
 Poultry—Local dealers pay 12½¢ for fowls; 22c for broilers; 8c for old roosters, 12½¢ for ducks; 7c for geese and 13c for turkeys.
 Radishes—15c for long and 10c for round.
 Raspberries—Red, \$2.25 per 16 qt. crate; black, \$2 per 16 qt. crate.
 Spinach—65c per bu. for home grown.
 Tomatoes—90c 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.
 Watermelons—40@50c for Georgia and Florida. Receipts are very large in size this season.

The Drug Market.

Opium—Has declined 10 cents per pound.
 Morphine—Has declined 20 cents per ounce.
 Quinine—Is dull.
 Glycerine—Has advanced on account of higher price for crude.
 Mercurials—All show a decline.
 Balsam Copaiba—Is lower.
 Balsam Peru—Has advanced.
 Tonka Beans—A very small supply and have advanced.
 Juniper Berries—Are very firm and advancing.
 Prickly Ash Berries—Have declined.
 Oil Peppermint—Has declined.
 Oil Wormseed—Has advanced.
 American Saffron—Has declined.
 Gum Asafetida—Continues scarce and high.
 Short Buchu Leaves—Have again advanced.
 Jalap Root—Has advanced.

L. R. Thomas and F. E. Bassett have formed a copartnership under the style of Thomas & Bassett and engaged in the grocery business at Cedar Springs. The Worden Grocer Co. furnished the stock. Mr. Thomas was connected with the mercantile house of Ed. M. Smith fourteen years and Mr. Bassett was a clerk in the same store for two years.

Losing one's temper would be all right if it stayed lost.

The Grocery Market.

Sugar—The market is irregular and unsettled, but shows a little firmer tone than for some time past. The demand has been increased some by the canning of small fruits, but as the supply of berries has been very light so far this season the canning operations were not as heavy as in seasons past. Retailers continue to buy just as their demands require. The market on raw sugar is about the same as last week.

Tea—There is very little movement in the tea market just now, except in the way of arrival of new crop Japans. The advances seem to check purchases on all Japan teas which are being held at from ¼@½¢ over last year and offers of any less than quotations are not considered. The fact of stocks in this country being only fair, with no surplus to draw on, mitigates in favor of strong prices for Japans. Considerable strength is also shown in Ceylons and China teas.

Coffee—The market continues on a firm basis on most of the lines, but especially on Santos. The assortments are getting very poor in some of the lines. Stocks at the first of the month were still quite large, but reports of the Brazilian crop are to the effect that it is sure to be a small one, compared with last season.

Canned Goods—Future tomatoes are a little higher than at the opening of future prices. There is no change in the position of corn, but stocks are gradually getting smaller and prices are very firm. Baltimore pea prices were announced by some of the large packers last week. They are about the same as last year at the opening. The demand for all canned vegetables has been the largest known for some years at this season and is said to be caused by the supply of green vegetables being very small, which was due to the dry, hot weather. Prices have also been very high on green vegetables and many people were compelled to use the canned goods as they were much cheaper. The prices on the 1910 pack of California fruits have practically all been made and with only one or two exceptions they are higher than last season. The future orders have not been large this year, but the demand for spot goods continues very good. Gallon apples advanced last week and are now very firm, as stocks are reported to be very light. Gallon blueberries are also much higher than some time ago.

Dried Fruits—Peaches are a little easier for future delivery, but are still about ¼¢ above buyers' ideas. Spot peaches are unchanged and quiet. Apricots, both spot and future, are unchanged. Raisins are dull and barely steady. Currants are strong, but not active. Other dried fruits are dull and unchanged. Prunes are still very firm and high, in spite of the expectation of large crop. Futures are still quoted around a 4c basis coast, which is probably a cent a pound above buyers' ideas. Practically no sales have been made at the ruling figure, except a few in the West.

Syrups and Molasses—Glucose is without change. Compound syrup is

seasonably dull at ruling prices. Sugar syrup is fairly active at full prices. Molasses is dull and unchanged.

Rice—Prices are still very firm, especially on Japan sorts. The demand is a little lighter from the retail trade than a week ago, but is still about normal. Southern markets are also said to be a little quiet, although there are no stocks being offered at anything less than market prices.

Cheese—Quotations are unchanged. The receipts are about normal for the season, and the market is ruling about 10 per cent. above a year ago. The quality of the current receipts is very good and the demand both for consumption and speculation is good.

Provisions—Hams, bellies and bacon are firm at about ¼¢ above a week ago. Stocks are about normal and no relief from high prices seems in sight. Both pure and compound lard are steady at unchanged prices and stocks are reported well cleaned up. Dried beef, barrel pork and canned meats are in fair demand at unchanged prices.

Fish—The feeling on cod, hake and haddock is also somewhat better, but the demand is quiet. Domestic sardines are unchanged, but nominally firm at \$2.75 f. o. b. for quarter oils, new pack. Packers are still complaining of the short catch. Imported sardines are quiet and barely steady. Salmon on spot is scarce, firm and in good demand considering conditions. Future salmon is unchanged. Mackerel is fairly well held and in moderate demand.

The Boys Behind the Counter.

Petoskey—I. LaMontaine, who has been in this city for the past two months getting acquainted with the merchant tailoring department at the S. Rosenthal & Sons' store, has assumed entire charge of it on the departure of James Noe, who has resigned to become manager of the Davis & Sale Co.'s clothing and furnishing goods store, at 743 Euclid avenue, Cleveland.

Morrice—J. H. Spencer, of Bell Oak, has charge of the drug department for W. A. Conley during his absence on a fishing trip to Roscommon.

Petoskey—William Shouse, formerly with the Eagle Shoe Co., has taken a position with the Carroll Shoe Co.

A new company has been organized under the style of the Swiss-American Knitting Mills, with an authorized capital stock of \$50,000 common and \$35,000 preferred, of which \$54,000 has been subscribed, \$30 being paid in in cash and \$53,970 in property.

It is a detriment to any workman to become accustomed to labor with poor tools. It is worse if he is content to do botch work, even for those who are not willing to pay for better.

When the manufacturer sits placidly by and permits the catalogue people to cut prices on his wares to the hurt of legitimate retailers who maintain prices, who's it?

BAD ROADS.**Annual Loss They Entail on American Producers.**

Written for the Tradesman.

I have just been reading a resume of the colossal labors of the Sixty-first Congress. In this report there is, quite apart from one's political affiliations, a vast amount of food for reflection—the quality of these reflections, of course, being determined very largely by his political convictions.

But whether one disapproves or approves in the main of the work done by Congress in the session just closed, he must concede that an amazing budget of work has been disposed of somehow during these eventful months. In point of sheer size the labors of our last Congress are absolutely unparalleled in American history.

On some mooted measures it may be just as well to suspend judgment (especially as it doesn't happen to make an iota's practical difference whether we suspend our judgment or declare it from the house-top), waiting for the sequence of time to vindicate or discredit the measures enacted by our last Congress.

Of the many and varied measures which Congress passed upon, it would seem that most every one ought to be able to find something to his liking. There is the passage of the railroad bill, the postal savings bank bill and the measure admitting New Mexico and Arizona. This for the first session of the Sixty-first Congress. And for the session just closed, there's a famous conservation measure—a law authorizing a \$20,000,000 bond issue for reclamation purposes, and the authorization of two battleships, and divers and sundry laws and measures too numerous to mention.

But I have searched in vain for the authorization of a bond issue for the improvement of the public roads of our country.

We seem to be able to get appropriations for police protection—and perhaps this is important enough; appropriations to inaugurate reform measures in governmental system, appropriations for the Tariff Board in the investigation of the difference between the cost of production at home and abroad, appropriations, bills and measures for many things; but not a sou for metamorphosing mud roads into public highways.

Some Statistics on Public Roads.

I have recently run across some statistics on the public roads of this country which have set me thinking. If the readers of the Tradesman will carefully read them through I think these figures will set them thinking, too.

There are, in round numbers, 2,150,000 miles of public roads in the United States. Only 267,500 miles of these public roads may be termed good roads; the remainder, namely, 1,882,500 miles, are bad roads. Some of them (especially in the south) being very bad roads. They are mud roads for the most part and in the rainy season almost impassable.

European countries are so far

ahead of us on the building of public roads it shames us to make comparisons. We find ourselves apologizing for our poor and inadequate highways by reminding ourselves that this is, relatively speaking, a new country, while theirs are older; that ours is a big, undeveloped country and sparsely populated, while theirs are, relatively speaking, very much smaller and very much more densely populated.

On the improved European roads the cost of hauling one ton one mile is $7\frac{1}{2}$ cents. Here in this country the cost of transporting a ton over a mile of our roads (our average American roads) is over 25 cents. In other words, it costs us $17\frac{1}{2}$ cents a mile per ton more to transport goods in this country (on our public roads) than it does Europeans on their public roads.

Transportation by water is, to be sure, the cheapest method of moving freight. But the possibilities of water transportation are limited by geographical conditions. A ton of freight can be transported by water at 1-10 of a cent per mile; by rail at 1 cent per mile; by good roads at 7 cents per mile; by ordinary roads (roads) at 25 cents per mile; and over our mud roads at 60 cents per mile and upwards.

One does not realize the tremendous amount of tonnage which passes annually over our roads. We think of the railroads as being the general and universal carriers of freight; but we do not always remember that this freight must first be hauled to the railroad lines and hauled from the railroads to their final destination. Take a single item—the staple farm products of this country: 200,000,000 tons of our farm products are hauled annually over the roads of this country. If you add the fruit, poultry and garden products you have an additional item of 50,000,000 tons per annum, making a grand total of 250,000,000 tons of staple farm products, fruits, poultry and garden produce passing annually over our roads.

Now, suppose that the average haul of this enormous bulk of freight is only one mile (as a matter of fact, it would greatly exceed that length), then the cost of transporting it (at 25 cents a mile per ton) would be \$62,500,000. Now, if as statistics show, freight can be transported over good roads (such as the European roads are) at $7\frac{1}{2}$ cents per mile, then we are spending just $17\frac{1}{2}$ cents per mile per ton more than we ought to spend and spending this amount each year. In other words, the transportation of this freight costs the producers of America an excess hauling bill of \$28,000,000 per annum. Of course, that is a mere bagatelle; and we do not really miss it. Still we talk about system, "stopping leaks" and all that sort of thing; so suppose we figure on a good roads proposition and see how long it would take us to convert our bad roads into good roads just by putting into the business of good roads construction each year an amount equal to our annual loss on our present bad roads.

In some sections of the country good roads, it has been demonstrat-

ed, can be built as low as \$400 per mile. In other sections, of course, the cost would be considerably greater. Suppose, then, we estimate the cost of airy good roads throughout the country at \$600 per mile. Remember, now, we have 1,882,500 miles of bad roads. To convert these roads into fairly good public roads would cost \$1,129,500,000. And that sounds like a stupendous proposition. But when you divide \$1,129,000,000 by 28,000,000, you have only 40 and a fraction. So, if an amount equal to our annual excess hauling bill were each year devoted to the building of better roads, in just forty years and about four months we would have splendid public roads throughout the country—public assets in the way of public highways, costing originally \$1,129,500,000, actually acquired through systematic saving.

When Uncle Sam gets through with the Panama Canal it might be well for him to turn his attention, on a big scale, to the building of public roads right here at home. It looks like a paying proposition.

Importance of Good Roads.

The Romans were great road builders in their day.

It has been said, and not without truth, that you can trace the development of a people by the study of their road-building projects.

Our great road-building projects were practically checked by the ravages of the Civil War and the marvelous development of our American railroad systems. We thought we could get along pretty well without public roads.

This is a mistake. You can have rivers and canals and railroad systems and airship lines (as, in all probability we will have in a very short time), but we can not get along without public roads. Automobiles break down and aeroplanes land prematurely; but your good old hickory wagon and your trusty bay mares are pretty apt to get you and your load where you want to go. If the railroad and traction lines had a switch to every farmer's hay mow and corn crib and potato patch, the good roads item wouldn't be such a desideratum; but they haven't, and they never will have. The public road is the indispensable auxiliary. You can not load a train without them. And you can not outgrow them, or evolve beyond them. Your

mail tubes, subways, elevated and surface lines of railway and traction cars; your freight and passenger boats, air ships, automobiles and all other actual or potential modes of transportation, will not and can not supplant good old terra firma and the highways constructed thereupon.

The truth is we haven't as yet waked up to the importance of this good roads proposition. The tendency during the last few years has been so pronouncedly citywards a great many people have begun to think that we can get along without the country. This general exodus of country people—this ill-advised and foolish hankering for the lights and glare and amusements and supposed easy-work-with-big-pay of the cities—has temporarily withdrawn public attention from problems of road construction. And our turn-pikes and country roads have been neglected.

It is hard to over-state the importance of good roads. The expansion of commerce, the dissemination of intelligence, the improvement of property and the elevation of our rural population waits on the development of our country roads.

I myself never appreciated what a good road really meant to people in certain sections of our country until a few years ago, when it befell me to travel in a buckboard over some miles of a certain road up in the Cumberland Mountains of Kentucky. I shall never forget that trip. My brother and I were headed for a certain point on the Upper Cumberland River, where we were informed there were plenty of bass and excellent fishing. We left the train at Pineville and transferred our light luggage (consisting of two dressing cases) to a strongly built buckboard. We had a big strong horse harnessed to the buckboard and took with us a small lad to bring back the vehicle. Before leaving Pineville we were informed that the going was excellent; that the road we purposed traveling over was one of the very best in that whole section. If so, Heaven spare the poorest! It was a mud road for the most part, with here and there (where you least expected them) partially submerged rocks. There were also roots and ruts and chuck-holes; and the wheels of that buckboard had a way of hit-

WORDEN GROCER COMPANY**The Prompt Shippers****Grand Rapids, Mich.**

ting those rocks or settling down in one of those deep-worn ruts which fairly jarred the fillings in one's teeth. When we had gone some two miles in this vibrating, lurching, spine-wrenching mountain chariot I told my brother to ride on pleasantly with the boy and the baggage; that I felt as if I needed a little exercise and would walk on ahead. I could easily keep ahead of the vehicle, as it was not making more than three or three and a half miles an hour. Presently my brother left the boy and the luggage to bring up the rear and joined me. And thus we journeyed, walking until we were tired out, then riding a mile or two to get our wind. Late in the afternoon, when we were both fairly exhausted after what seemed to us a never-ending journey under adverse conditions, we found to our chagrin that we were scarcely half way towards our objective point and actually only eight or ten miles from the village of Pineville; but as the river looked fairly good at that point we decided we had gone far enough, so we terminated our journey.

Ultimately the people of this country will come to realize that the alleged benefits and immunities and get-rich-quick opportunities of our cities are a delusion and a snare; and that for the poor man without a trade or working capital the country is the logical place. When this idea dawns upon our city-dwellers of the poorer classes; when they begin to see that people of the country are far more prosperous generally (as they are even now in the country), there will be a reversal of this city tendency. It will be "back to the farm for me." When that time comes—and its coming may not be so far distant—then the question of good public roads will begin to be agitated in a thoroughgoing manner. We need agitation along this line.

Chas. L. Garrison.

Wayside Wisdom.

The man who says nothing isn't always sawing wood.

Many a man starts out a circus and winds up a sideshow.

You can usually tell an aristocrat by his plebeian tastes.

The best way to return a favor is to do somebody else one.

It is possible for a man to have too many friends and not enough enemies.

Most men reach the top of the ladder just in time to be laid on the shelf.

Some people golf so well that nobody thinks they can do anything else.

Perhaps you wouldn't think so hard of your wife's relatives if you knew just what she thinks of yours.

Most marriages take place because neither party can think up a good excuse for breaking the engagement.

Some people's idea of success is to put two and two together in such a way as to make other people think the total five.

The glad hand is all right, but there is a species of palaver under the sun that is disgusting.

FALL FURNITURE

Styles and Woods Which Are Most Popular.

In parlor goods the tendency as shown by the samples displayed of the new season's production is away from those formal pieces and suites which were once so popular, and the English types predominate. There was a time when every home had its parlor, even the modest cottage of the wage worker. This parlor was a sort of holy of holies, kept tightly closed on all except such formal occasions as funerals and weddings. The furniture in this parlor was of the stiff and formal kind, elegant to look at, perhaps, but uncomfortable to use. Only the most elaborate mansions now have parlors—those big houses that can have gold and French and English and Colonial and a variety of other rooms. In the modern home of ordinary dimensions the style now is to make the living room the best room in the house and manufacturers of parlor and upholstered furniture aim to make the goods suitable for the living room. In the dining room it is not elegance that is desired so much as comfort, and comfort is the big talking point for the goods that are shown. Of course parlor furniture is still made, delicate and dainty creations in French patterns of mahogany or Circassian walnut or in enamel or gold. But what people seem to want now is furniture that they can use. The popular chairs are of good size, roomy and comfortable, and the predominating types are English and Colonial. Many chairs, both straight back and rocker, have the English wing effect. Rush and cane seats are often met with. The couches are mostly reproductions, with the Colonial types leading. In upholstered goods proper the demand is stronger than in former seasons for the "all over stuffed." This means that except the legs no wood is shown. The arms are padded and so are the seat, the back and the sides. These goods may be in one or another of the "periods," may be French, English, Colonial or something else, but it is difficult to classify them. The whole idea in their construction is comfort and luxury, and as long as the general effect is reasonably pleasing to the eye nobody seems to care what the style may be called. Leather is much used in the upholstery, especially of the big arm chairs. Leather has the merit of durability, is more sanitary than loom fabrics and its colors go well with almost anything. Real English morrocco is the most expensive and is said to be the best of the leathers, but American tanners are making a very good morrocco and others leathers are also used.

The "all over stuffed" goods have in recent years been out of favor and their appearance this season is in the nature of a revival. What lost them favor before were the reproductions in cheap materials and workmanship of the high grade patterns. In the cheap goods "Michigan hair," which is a trade name for excelsior, was the material used for the stuffing.

The high grade manufacturers are now returning to the "all over stuffed" because the cheap fellows have taken up the styles that call for more or less wood construction.

The Century this season is showing three parlor suites in French patterns of walnut. The frames are made in Italy, where the labor to do the hand carving on the back and legs is cheap. The frames are shipped k. d. and at the factory here are retouched, put together and finished in the American style. The suites are also shown in mahogany and can be had in gold, but the samples are in walnut, and seeing them recalls that after all the old American black walnut was a very effective cabinet wood. The figure may not be striking nor the color particularly rich, but carving in walnut shows to splendid advantage and the wood takes a beautiful finish. Much more walnut could be sold if it were offered, but walnut, once used for fence posts and sidewalks, is now one of the scarcest of woods and too high priced to be found in ordinary furniture.

In the cheaper grades of furniture a great deal of American red gum is being used. This wood used to be regarded as totally unfit for furniture purposes because of its warping propensities. The manufacturers have found a way to overcome this difficulty. The wood is first steamed and then put through the kiln and this seems to take out the kinks. Gum makes the best imitation mahogany of any of the woods—better than maple or birch. It is also stained to a walnut color to be used in the solid parts in Circassian walnut goods. But much gum is being marketed for exactly what it is. The name is against its popularity as "gum" sounds cheap, but the producers of gum lumber are conducting a wide campaign of education and are prevailing upon the trade to offer the goods under the true name instead of satin walnut, Kyonix and other fancy names. The wood in its natural color is pleasing in color and the figure, although not striking, is good. In Germany and England gum is extensively used and is known to the trade as satin walnut.

The so-called "tuna" mahogany is merely mahogany finished in its natural color, which is light. Tuna is much more striking and the beautiful figure on the wood shows to better advantage than in the dark stain finish which popular demand calls for, and paradoxical as this may seem that is the trouble with it. It is entirely too striking. Its color and figure emphasized by a high polish represent too much of a good thing. The darker finish takes off the glare, tones down the flash and seems to conform more to the dictates of good taste. One thing can be said for tuna, however: It is never necessary to stick a pen knife into it to see if it is real mahogany. The dark finish may be imitation; mahogany in the natural color can not be imitated.

Mahogany diningroom suites in Colonial designs and oak in Early

English patterns are in greatest demand, but this season there is a large showing of Sheraton patterns, and they are very effective. The Colonial and Early English have character and dignity, but the Sheraton have beauty and grace. Berkey & Gay are showing a Sheraton suite that will retail probably at something like \$1,500. The round table is beautifully inlaid in the way that is characteristic of its style, both in the top and the pedestal and the chairs and sideboard are made to match. Something of a novelty are two large wooden urns to be used as ornaments to the sideboard. The tops lift up and racks are found within for the knives, forks and spoons. These urns were once not uncommon, but they are new to modern furniture.

Taking the Other Fellow's Dust.

To the man with a slow horse or automobile, or to the humble pedestrian, it is very annoying to have to swallow the dust raised by some fellow with a speedier method of progression, and it is not less annoying to the merchant when a competitor speeds so far ahead of him that he has to swallow the other fellow's dust, as it were.

The merchant then has the choice of two courses: He can either keep on taking the other fellow's dust, or he can get a move on and overtake the other fellow and perhaps make him swallow some dust. We notice that on the Pacific Coast they are trying to apply a non-dust arrangement which virtually is aimed at all manner of retail speeding and which is hoped to preserve a steady and uniform pace in the grocery trade, but it seems to be a poor way to help the dealers—this making the fast ones keep the pace of the slow ones, for that is all it amounts to.

Strangely Tongue-Tied.

The police of a Western city tell a singular story of the capture of a burglar there. During severely cold weather the burglar went out alone one night to make a raid on a small bank. His plan was to enter through a window at the rear of the building and to make his way through the offices to the vault. An iron grating protected the window.

The night was intensely cold and the streets were like glass, a heavy snow having melted as it fell and then frozen smooth and hard. While the burglar was filing the first bar of the grating his foot slipped, throwing him forward violently against the window.

As luck would have it, the fall jerked his mouth open, his tongue was forced between his lips and froze instantly to the icy iron bars. All efforts to release himself were vain, as nothing short of pulling his tongue out by the roots would have effected this, and he could not bring himself to that. A watchman making his round found him a half hour later almost dead with cold.

The burglar is alive and safely housed in jail, but his tongue will never wag again, being completely and hopelessly paralyzed.

Don't wait to be told.



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E. A. STOWE, Editor.

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THE HOME-COMING.

When even an Ex-President, after being feted and feasted by royalty, is glad to get home, we wonder if, after all, home is not a pretty good place; if the home-coming is not really one of the best features of the vacation.

With the going out and mingling with others we get the change of air and scenery which refreshes and invigorates; with the brushing against new methods and ideas we become broader minded, more inclined to have respect for the opinions of others; yet the home-coming brings us face to face with many advantages which we never before fully appreciated. Our own skies never look brighter than when we have been absent for a time.

It has been aptly remarked that we should not go abroad until familiar with our own country. Yet if the restriction was narrowed down to our own locality it is doubtful if many of us would ever be really ready for the change. There are so many things, big and little, about us which we have never made note; it is so hard to know our own neighborhood that we may spend a lifetime in it and still find new things.

While it is true that Americans should first familiarize themselves with their own country, no one would in sane moments advise them to narrow their observations to their own vicinity, if opportunity offered a wider vision. The lesson comes that we do not fully enjoy our everyday blessings until they are cut short. Our own fields and lawns are our kingdoms, in which we may reign and rejoice. The bit of a place we call home is ours, to make as beautiful and as homelike as possible; it is the one sacred spot on earth.

THOSE COUNTRY COUSINS.

A generation ago they were spoken of in slighting tones, but now matters are changed and the sturdy farmers and their families are given the honor due them. We congratulate ourselves on being kin—doubly so if we happen to be favored with an invitation to spend with them the vacation days.

Yet there is a way in which we

may render ourselves welcome and another which will soon brand us as quite the reverse. An extended visit should always be attended with care not to give unnecessary work.

It is unfortunate that the season which the city man or woman can spend in the country is the busy season for the farmer and his family. It sometimes takes a great deal of self-sacrifice on the part of the country folk to entertain at this season. Yet they know you enjoy their fried chicken and fresh fruit and cream, consequently open the door of hospitality. Sometimes they take a team from the hay field, even although rain threatens, that you may enjoy a ride. Yet they do not relish seeing this hospitality abused. They are long-suffering; yet there comes a time when patience is gone.

You may be accustomed to having breakfast at 8 or 9 o'clock. It is extremely unpleasant at first to rise two hours earlier. Yet you have the privilege of taking a nap later in the day if desired; while the men must get to work early and the hostess is thus burdened with serving an extra meal if you are not on time. It is scarcely fair to add by your presence to her heavy burdens during the busy season when the heat is even more oppressive to the cook than to you; it is decidedly unfair to render the burden unnecessarily heavy. If you can not or will not adopt the ways of the house in which you sojourn stay at home. The Golden Rule is as binding in country as in town.

VACATION DAYS.

Everywhere in the land there are students taking their vacation. But how. Resting? Some of them are seemingly doing so in the most literal meaning of the term. There are those who are dallying away their time in the most useless manner, perhaps typical of the way in which their college days are employed.

While vacation means literally, empty, free from duty, the best vacation is the one which offers a complete change. A life of emptiness, even for a summer, is not to be commended, much less to a young person whose life habits are being formed. Idleness breeds mischief or indolence. Activity is the source of true living.

The hard-worked student needs rest. But he does not need to lie down and stop thinking. Rest for any well person means a change. The young person who is willing to remain inert during vacation, letting some one else provide for the necessities of the coming year, is not the one who will make his mark in the world. The young man or woman who makes vacation simply a shifting of duties, who contributes a part toward the amount which will be consumed, will prove in the end infinitely more useful to himself and to the world.

There are a multitude of ways in which one can be useful and still rest. Outdoor occupations are preferable for the student, the life of which is too much the reverse during the working months. Nearby summer resorts offer good wages and

a good time thrown in. Those who were raised on farms can not do better than to go back to them for vacation. The wages are not so large, but the health and the strength accumulated weighs heavily in the balance. Better dig ditches than fritter away the time aimlessly. Do something which will rest. Inactivity paralyzes instead of resting.

CIRCUS DAY.

Of course you will go to "take the children"—even if you have to borrow some for the occasion. But did it ever occur to you that the show may mean very much more to the little folks than simply having a good time? That they will enjoy it goes without saying. They will look out for that feature in spite of you. But it may be of real educational value if a little training on the part of the elders but opens up the way.

Encourage the reading of literature regarding it before it arrives. Caution regarding the alluring tales in too glowing colors. These are but a part of what we get all through life. But see to it that your boy is posted on the main attractions. If there are rare beasts, let him have a fair knowledge of their habits before he sees them. There is so much to be learned in the brief space that all possible helps should be given in advance. Tell him the story of the white bear and its iceberg home and he will understand at a glance the necessity of its present surroundings. Let him know in advance why it and the brown bear are treated in a different manner. The time which he might otherwise spend in trying to cipher it out for himself can then be directed to other features. Tell him the source of ivory, the use elephants make of their ears, how the driver mounts the camel, how the constrictor destroys its prey.

The more he knows in advance of what is to be shown the more he will see and the better he will understand it. If trained animals are a feature emphasize the ability of animals to understand. Take him to the show by all means and let him realize that there is real worth back of the glitter of the chariots; that skill may be acquired by beast as well as by man.

CIVIC IMPROVEMENT.

We are all anxious to improve our homes, yet the spirit which looks to public improvement is too often not so liberally extended. The cause may be parsimony—stinginess we call it in plain English; although more frequently it is traced to indifference, thoughtlessness or ignorance regarding special needs and requirements.

There are so many ways in which a public spirit may be shown that when it is once aroused there is an abundance of work. One man has shown his interest by a scientific enquiry regarding the death of some beautiful shade trees. A loss of this sort is sufficient to justify enquiry and the possible guarding against further damage. Yet few would consider it their place to give the subject more than passing thought.

The appearance of a new weed should arouse the interest of the people lest it be something that will

prove a scourge. Some weeds, if taken in hand on the start, can be easily subdued; but not a few prove real pests if they are allowed to propagate their kind. The railroads and many other avenues are open for their distribution. Seeds cling to stock in the passing cars. Vigilance is necessary. Yet it is a case where "everybody's business is nobody's business" unless the spirit of civic improvement is aroused.

There are new insects waiting to gain entrance. There are old walks to be repaired. Parks are a necessity in any town, or comfort as well as beauty. If they are not a part of your town, why not? It is the duty of every citizen to strive to make his own town more beautiful; to leave his corner of the world just a little more beautiful than he found it.

VULGAR DISPLAY.

This is a big word in the estimation of the tradesman, for is not his business built largely upon display? His windows are a legitimate expression of it, his entire work is based upon it. Yet there should be a distinction between business and personal display. The one may be characterized as enterprise and push; the other is better summed up in the single word, vanity. The one attracts; the other detracts.

One of the most frequent sources for objectionable display comes through the great roll of bills shown on all possible occasions. We have all seen the man who could not even pay his car fare without displaying it. This is worse than nonsense. If you have not the necessary coin, at least get a single bill in readiness for the occasion. The wise man or woman who unnecessarily shows a large amount in a promiscuous crowd not only shows marked ill taste, but courts a risk as unnecessary as it is unpleasing to the person of refined manners.

There are those who enjoy a similar exhibition of their diamonds and other jewelry. While good jewelry is a good business investment, as well as a subject of real admiration, there are times and places when it seems decidedly out of place. The watch worn conspicuously on the waist of the young lady has been characterized as a tempter to theft in the most pronounced degree. We can not blame the starving man for seizing the bauble thrust before his eyes, since it promises food for himself and family. Yet the tempted is really much more entitled to sympathy than the tempter who swings the jeweled case in front of his eyes.

There is a time for all things, even the wearing of elegant jewelry and the carrying of well-filled pocket-books, but is it not more sane and infinitely more safe to keep them in the background when in a promiscuous crowd?

Many an employer fails to obtain the best results from the work of his employes because he does not provide ample room, suitable tools or sufficient material. It is "bricks without straw," and the proprietor is the chief loser.

PLAYING FAVORITES.

Clerk Killed Himself By Not Being Fair.

"Seven and nine," said the porter, poking his head into the Pullman smoker, "are all made down."

With this a couple of the boys bade us goodnight and turned in, but soon two more drifted in and took their places.

"Getting a merchant's attention," said a furnishing goods man, one of the newcomers, "is the main thing. You may get a man to answer your question in a sort of a way, but you really do not have his attention always when he talks to you. You would better not call on a man at all than go at him in a listless sort of a way.

"This is where the old timer has the bulge over the new man.

"I once knew a man who had been a successful clerk for many years who started on the road with a line of pants. He had worked for one of my old customers. I chanced to meet him, when I was starting on my trip, at the very time when he was making his maiden effort at selling a bill to the man for whom he had been working. Of course this was a push-over for him, because his old employer gave him an order as a compliment.

"Well, sir, when that fellow learned that I was going West—this was on the Northern Pacific—he hung right on to me and said he would like to go along. Of course, I told him I should be very glad to have him do so, and that I would do for him whatever I could.

"But here he made a mistake.

"When a man starts out on the road he must paddle his own canoe.

"It is about as much as his friend can do to sell his own line of goods, much less to put in a boost for somebody else, and, furthermore, a man who takes a young chick under his wing will often cut off some of his own feed. Still, this fellow had always been very friendly with me and I told him:

"Why, to be sure, Henry; come right along with me."

"In the second and third towns that we made he picked up a couple of small bills that just about paid his expenses. He was just beginning to find out that the road was not such an easy path to travel as, in his own mind, he had cracked it up to be.

"The next town we struck was Bismarck, North Dakota. We got in there about 3 o'clock in the morning.

"It was Thanksgiving Day.

"To be sure, I went to bed and had a good sleep. A man must always feel fresh, you know, if he expects to do any work.

"It was about 11 o'clock before I breakfasted, opened up and started across the street. My old customer had burned out there and I, too, had to go out and rustle some man. Just as I started over toward town I met my German friend, Henry, coming back. His face looked like a full moon shining through a cloud. I could see that there was trouble on his mind.

"Well, Henry, how goes it?" said I. "Id don't go so goot," said he. "But vat can a man expect on Danksgrifing? I vent to see von man and he said, 'I haf an olt house dat always dreats me right, so vat's de use of chanching?' Vell, vat archument could I make against dot? I vent in to see anodder man and he said, 'I haf an olt friend dot I buy from,' and vot archument could I make against dot? I vent in to see still anodder and he said, 'I haf just bought,' so, vat archument could I make against dot? The next man I vent to see said, 'Mein Gott, man; don'd you suppose I am going to rest von day in the year?' So I t'ought dere vas no use fooling mit him, so a t'ink I vill pack up and eat a goot dinner and take a goot nap and go vest again in de morning."

"All right, Henry," said I, "but I guess I'll go over and try my luck."

"The first man that I went to see was the one who had said to my friend Henry that he thought he ought to have one day in the year to rest.

"He was the biggest merchant in the town in my line.

"When I reached his store he was putting the key in the door to lock up and go home for his Thanksgiving dinner.

"I couldn't talk to him out there in the cold—we were strangers—so I said to him, 'I should like to buy a couple of collars, if you please.' He sold me the collars and then, just for a bluff, I made out that mine was hurting me and took a few minutes to put on another one. I didn't say anything about what my business was and the merchant, in order to have something to say, asked,

"Are you a stranger in town?"

"Yes, sir," said I, "I am. But I hope that I shall not be very much longer. I am out looking for a location."

"You are a physician, then?" said the merchant.

"Yes, sir, in a way," said I; "but I treat diseases in rather a peculiar way, I fancy. I believe in going down to the cause of diseases and treating the cause rather than the disease itself. My specialty is the eye. Now, you see, if the eye looks at bright, sparkling snow, it is strained; but if it looks at a green pasture, that color rests it. In fact, if the eye looks upon anything that is not pleasing to it, it does it an injury. Now, my way of getting down to the root of all this eye trouble is to place before it things that are pleasing to look upon, and in this way make eye salves and things of that kind unnecessary. In just a word," said I (I had his attention completely), "I am selling the prettiest, nobbiest, most up-to-date line of furnishing goods there is on the road. They are so attractive that they are good for sore eyes. Now, the only way I can back up this statement is by showing you what I have. When will it suit you to look at them? The location that I am looking for is a location for my goods right here on your shelves."

"Well, sir, do you know, that merchant really came down to my sam-

ple room on Thanksgiving Day—hardly took time to eat his dinner—and I sold him.

"I didn't see any more of my friend Henry until the next morning. The train was late and left about 7 o'clock.

"Vell, what luck yesterday?" said Henry.

"As he came up to me in the train where I was sitting with a friend, I said, 'Well, I sold a bill.'

"Who bought of you?"

"The clothing man here."

"Vell, dot's de feller," said Henry, "dot told me he vas going to haf von day in de year for his family. And you solt him? Vell, how did you do id?"

"I briefly told Henry of my experience.

"Vell, dot vas goot," said he.

"My advance agent friend, who had sat beside me—Henry had fallen in with us in our double seat—said to Henry, 'Now, that's a good line of argument. Why don't you use that some time?' A twinkle came into my theatrical frind's eye when Henry did, in fact, ask my permission to use this line of talk. I told Henry, 'Why, sure, go on and use that argument anywhere you want to. I shall not use it again because in every town that I shall strike, from this time on, I have an old-established customer. I have no use for that argument. Just go and use it.'

"You'd better write that down with a pencil, Henry," said the advance agent—Stanley was his name.

"No, dere's no use ov writing dot down," said Henry. "Dot archument vas so clear dot I haf it in my headt!"

"But, sure enough, Henry took out his lead pencil and jotted down the points in the back of his order book. In the next town we struck one of the merchants was a gruff old Tartar. He was the first man that Henry lit onto.

"Now, an old merchant can size up a traveling man very soon after he enters the door.

"The shoe man will go over to where the shoes are kept; the hat man will turn his face toward the hat case; the furnishing goods man will size up the display of neckwear; in fact, a merchant once told me that he could even tell the difference between a clothing man and a pants man.

"A clothing man will walk up to a table and run his hands over the coats, while a pants man will always finger the trousers to a suit.

"Well, sir, when Henry walked into this gruff old merchant's store, he found him busy waiting on a customer, so he marched to a clothing table and began to feel of a pile of pants. After the customer went out he went up to the old man and said to him:

"Goot-morning, sir. I am a physician, sir, and I am looking for a location—"

"You are no such a thing," said the old man. "You are selling pants."

"Henry told me of this experience when he came back to the hotel and he was so broken hearted that he almost felt like going back home. In

fact, he didn't last more than about three weeks. He had started too late in life to learn the arts of the traveling man."

"You have, you know," said the fat man, "as much trouble sometimes holding an old customer in line as you do in selling a new one.

"For my own part, whenever a customer gets clear off the hook I let him swim.

"You have a great deal better luck casting your fly for new fish than you do in throwing your bait for one that has gotten away from you. My rule is, when a man is gone—let him go. But, as long as I have him on the hook, I am going to play him.

"When I was down in New Orleans a few seasons ago, one of my old customers said:

"Look here, I don't see any use of buying goods from you. I can buy them right here at home just as cheaply as you sell them to me and save the freight. This freight item amounts to a good deal in the course of a year. See, here is a stiff hat that I buy for \$24 a dozen that is just as good as the one that you are selling me for the same money. Look at it."

"He passed it over to me.

"I rubbed my hand over the crown and quickly I rapped the derby over my fist, knocking the crown clean off it. I threw the rim onto the floor and didn't say a word. This play cost me a new hat, but it was the best way I could answer my customer's argument.

"After that my customer was as gentle as a dove. He afterwards admitted that he liked my goods better but that he was trying to work me for the difference in freight."

"The clerk can always give you a good many straight tips," spoke up one of the boys.

"Yes, and you bet your life he does his best to queer you once in a while, too!" said the clothing man. "I know I had a tough tussle with one not a great while ago down in Pittsburgh.

"Last season I placed a small bunch of stuff in a big store there. I had been late in getting around, but the merchant liked my samples and told me that if the goods delivered turned out all right he would give me good business this season.

"Now, my house delivers right up to sample.

"A great many houses do not, and so merchants go, not on the samples they look at but according to the goods delivered to them.

"It is the house that delivers good merchandise that holds its business, not the one that shows bright samples on the road and ships poor stuff.

"I went up to my man's store—this was just a few weeks ago—and asked him to come over with me.

"My head clothing man," said my customer, "does not like your stuff. I might as well be frank with you about it."

"What objection has he to it?" said I.

"He says they don't fit. He says

the trimmings and everything are all right, and I wish they did fit, because your prices look cheap to me.'

"Well, let's go over and see," said I. "There's no one in the world more willing and anxious to make things right than I am if there is anything wrong." I didn't know just what I had to go up against. The man on the road gets all the kicks.

"Once in a while there is a clerk who puts out his hand like the boy who waits on you at table and if pretty good coin is not dropped in it or some favor shown him he will have it in for you.

"My customer and I walked over to where the clerk was and I came right out and said, 'Johnny, what's the matter with this clothing you've received from me? Mr. Green (the merchant) here tells me you say it doesn't fit. Let's see about that.'

"The clerk was slim and stoop-shouldered. The tailor to his royal highness could not have made a coat hang right on him.

"Now, you are kicking so much, Johnnie, on my clothing, you go here in this store, go pick out some coats your size from other people and let's see how they fit. Let's put this thing to a fair test."

"That's square," said Green. "If a thing is so, I want to know it; if it isn't, I want to know it."

"I slipped onto Johnnie three or four of my competitor's coats that he brought and they hung upon him about as well as they would on a scarecrow.

"Now, Johnnie, you are a good boy," said I, "but you've been inside so long that the Lord, kind as He is, hasn't built you just right. You are not the man who is to wear this clothing that comes into this store. It is the other fellow.

"My house does not make clothing for people who are not built right.

"We take the perfect man as our pattern and build to suit him. There are so many more people in the world who are strong and robust and well proportioned than there are those who are not that it is a great deal better to make clothing for the properly built man than for the invalid. Now, I just want to show you how this clothing does fit. You take any coat that you wish. Bring me half a dozen of them if you will—one from every line that you bought from me, if you wish.

"I wear a 38.

"Bring my size and let's see how they look. If they are not all right, I am the man who, most of all, wishes to know it. I can't afford to go around the country showing good samples and selling poor stuff. If my stuff isn't right I am going to change houses, but I want to tell you that you are the first man on this whole trip that has made a single complaint. Those who bought small bills from me last season are buying good bills from me this time. They have said that my goods give splendid satisfaction.

"Now, you just simply go, Johnnie, and get me ten coats. I sold you ten numbers—I remember exactly—120 suits—one from every line that

you bought, and I want to show you that there isn't a bad fitter in the whole lot.

"Yes, do that, Johnnie, said the merchant. 'His stuff looked all right to me when I bought it. I, myself, have not had time to pay much attention to it and I will have to take your word for these things, but now that the question is up, we'll see about it.'

"The clerk started to dig out my size, but he couldn't find a 38 in but three lots to save his life. I put these on and they fitted to a 'T.' I looked in the mirror myself and could see that the fit was perfect.

"Now, look here, Brother Green," said I, "what are you in business for? You are in business to buy the best stuff that you can for your money. Now, you remember you thought when you bought my goods that they were from one to two dollars a suit cheaper and just as good as anything you had seen. Now, if you can buy something from me just as good as another man can give you, and buy it cheaper, you are going to do it, aren't you?"

"Why, to be sure, Jim," said Green, warming up.

"Now, look here, it isn't the opinion of your clerk or your own opinion, even, that you care a rap for. The opinion that is worth something is that of the man who buys his goods from you.

"Now, you see very plainly that my stuff is good.

"Thirty-eight is the size of which you bought many, and you haven't that size left in but three lines out of ten. Here you see very plainly that my goods have moved faster than any other clothing you have bought this season; and, as far as the fit is concerned, you see full well that other stuff didn't fit Johnnie because he isn't built right. You did see—and you do see—I have one of them on right now—that my clothing fits a well-built man."

"I saw that I had the old man on my side and I knew that Johnnie had dropped several points in his estimation.

"The truth of the matter was, the clerk was knocking on me in favor of one of his old friends.

"Of course I wouldn't come right out and say this, but the old man himself grew wise on this point because that afternoon he came down by himself and bought from me a good, fat bill. The clerk simply killed himself by not being fair with me.

"No clerk who expects promotion can afford to play favorites."—Chas. Crewdson in Saturday Evening Post.

Do the Next Thing.

When Mr. Huxley was a young man, he failed to pass the medical examination on which he thought his future depended. "Never mind," he said to himself, "I will do the next thing." When he had become one of the greatest scientists of the age, he looked back upon his early defeat and wrote, "It does not matter how many tumbles you have in life, so long as you do not get dirty when you tumble."

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 2—The week has been very quiet all around and no exception has been made in the case of spot coffee, which is moving in an ordinary—a very ordinary—way. The supply of Santos is moderate and when transactions took place prices were very firmly maintained. Rios are dull, with No. 7 working out in an invoice way at 8 $\frac{3}{8}$ c. In store and afloat there are 2,693,371 bags, against 3,262,084 bags at the same time last year. Mild grades are in moderate request. Quotations appear to be rather too high to interest would-be buyers and sales are of rather small quantities. Good Cucutas, 10 $\frac{1}{8}$ c.

Refined sugar had a good spurt of activity for a day or so, but at the week end the activity was lost. The holiday coming on Monday and Saturday being a half-holiday anyway, made a broken market. Granulated is generally quoted at 5.15c, less 1 per cent. cash.

New Japan teas are meeting with fair enquiry, but, upon the whole the market has been very quiet all the week—a condition naturally expected at this time of year. Primary markets are reported as firm and dealers generally seem to think the future not at all discouraging.

Rice is moving in a limited way. Buyers are loath to take more than enough to keep up assortments, but the volume of business has been fairly satisfactory. Prime to choice domestic, 5 $\frac{1}{8}$ @5 $\frac{1}{2}$ c.

Spices have shown a little more activity and some pretty good sales were recorded. Severe drouth in Jamaica is reported as seriously injuring the pimento crop.

Molasses is extremely dull, as the very hot weather militates against any activity. Good to prime centrifugal, 26@30c.

In canned goods the center of attraction is in corn, which article appears to be gaining daily in strength. The market is crowded with reports of injury to growing crops and not a few look for a very limited pack. With a few weeks of good weather there will be another story. Few if any packers are taking orders for futures, however, and this seems a trifle ominous. Most of the trade in tomatoes just now is in gallons for use at summer resorts, and the sale of such packages has been excellent at about \$1.90@2. Jers'tys, \$2.10@2.15. Threes have been dull and work out at about 67 $\frac{1}{2}$ c. Peas have been in fairly good request at 65@70c. Other goods are moving in the usual midsummer manner—which is not saying much for the activity.

Butter is dull. Creamery specials, 29 $\frac{1}{4}$ c; extras, 28 $\frac{1}{2}$ @28 $\frac{3}{4}$ c; firsts, 27 $\frac{1}{2}$ @28c; imitation creamery, 24@25c; Western factory, firsts, 23 $\frac{1}{2}$ c; seconds, 22@22 $\frac{1}{2}$ c.

The egg market is upset by the torrid weather. A crate of eggs may leave home in Ohio with the very best social surroundings, but by the time it gets to the consumer's table it would not be tolerated in respect-

able society. Best Western is quoted at 20@23c; and from this there is a sudden drop to 18@19c, with not a few arrivals working out at 15@16c. Cheese is firm and full cream is worth 15 $\frac{1}{2}$ @16c.

Those Who Pay the Freight.

Port Huron, July 5—The following are a list of the wholesalers and manufacturers that have taken out honorary membership in the Retail Grocers and General Merchants Association of Michigan:

National Biscuit Co., Grand Rapids.
Woolson Spice Co., Toledo.
Thomson Burlage & Co., Detroit.
Michigan Grocer Co., Detroit.
Diamond Crystal Salt Co., St. Clair.
Phipps, Penoyer & Co., Saginaw.
Gustin, Cook & Buckley, Bay City.
Jackson Grocer Co., Jackson.
Musselman Grocer Co., Grand Rapids.
Musselman Grocer Co., Traverse City.
Musselman Grocer Co., Sault Ste. Marie.
National Grocer Co., Lansing.
National Grocer Co., Port Huron.
National Grocer Co., South Bend.
National Grocer Co., Decatur, Ill.
National Grocer Co., Cadillac.
National Grocer Co., Escanaba.
National Grocer Co., Manistee.
National Grocer Co., Mills, Detroit.
Valley City Milling Co., Grand Rapids.

National Grocer Co., Detroit.
W. H. Edgar & Son, Detroit.
Detroit Soap Co., Detroit.
Petoskey Grocery Co., Petoskey.
Williams Bros. Co., Detroit.
Moffet & Son, Flint.
Kellogg Toasted Corn Flakes Co., Battle Creek.
Fleischmann Co., Detroit.
J. M. Bour Co., Toledo.
Worden Grocer Co., Grand Rapids.
Hygienic Food Co., Battle Creek.
Diamond Match Co., New York.
Hemmeter Cigar Co., Detroit.
Geo. C. Wetherbee & Co., Detroit.
Foote & Jenks, Jackson.
Northrup, Robertson & Carrier, Lansing.

Postum Cereal Co., Battle Creek.
Commercial Milling Co., Detroit.
This shows that the wholesalers and manufacturers appreciate what the Association is trying to accomplish. The officers are planning an active campaign to organize local associations throughout the State. A meeting of the Executive Board will soon be called at Lansing, where a plan will be outlined.

A meeting of the secretaries of the different local associations will be called to meet in some central part of the State for the purpose of outlining a plan to establish a credit rating for the State.

J. T. Percival, Sec'y.

His Specialty.

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

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

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

Woman, This May Mean You

Every woman knows the value of a present made by the donor's own hands in the spirit of love and how far it outclasses more costly presents made without personal sacrifice and representing merely so many dollars and cents.

For this reason we find the faded flower, the first little gift made by a child's small hands, or some dainty trinket over which a fair face has bent, being cherished and preserved long years after the costly purchased present has been forgotten.

But how soon do married women seem to forget this fact?

They start housekeeping right, taking great pride in their home and devoting their personal attention to the cooking, but after a while they drift into the habit of buying "baked goods" and home becomes nothing more than a rooming house adjunct to a bakeshop.

It is a sad mistake and many a woman is wondering why her husband doesn't seem to care so much for home as he used to. We offer this suggestion—get

LILY WHITE

"The Flour the Best Cooks Use"

And bake your own bread in your own house for your own family. If you can't bake, learn. If you're not a good cook you can be if you try.

Don't get the idea that a man has no sentiment. He has lots of it and it is all closely connected with home. He can get hotel and restaurant board without getting married.

Make his home a real home.

Valley City Milling Company
Grand Rapids, Mich.



Observations by a Gotham Egg Man.

Some information in regard to the trade in selected white eggs in this market may be of interest to egg shippers both West and at near-by points, owing to the comparatively high prices realized for fancy qualities of these and the failure of many shippers to realize these high prices when shipping selected whites, which they themselves regard as of fancy quality.

In the first place it should be understood that the preference for white shelled eggs in this market is merely a fad that is shared by only a small part of our highest class trade. The mass of our consumers have no preference as to color. Consequently the white shell gives no additional value to any eggs aside from those whose freshness and quality are fine enough for the highest class of trade.

The finest eggs received in this market are, naturally, those that are sent in directly from the henneries where they are raised; these are usually fresher than those that are gathered from various producers by country storekeepers and by them sent to the market. There are, however, many irregularities of quality in both the hennery and gathered eggs, even from near-by points.

For the fancy white egg trade the requirements are freshness—indicated by almost perfect fulness of the shell and strong body—uniformly large size, and chalk white color. The most common defects are shrinkage (and, in summer, weak body) and lack of size; then many shippers let cream tinted eggs go in with the whites and this injures the sale except in competition with general supplies. When fancy large chalk white hennery eggs are salable up to 28 cents, as at present, there is usually a very large proportion of the stock unsalable except at a reduction of 1@3 cents from the highest prices.

In the spring, under the most favorable weather conditions, some of the finest gathered whites from near-by points sell close to the price of hennery eggs for then most eggs are fresh and full and the value depends chiefly on the selection as to size and color; but as warm weather comes on and egg production becomes smaller the gathered goods take longer to get to market as a rule and the difference in value widens out.

Of late years some Western shippers have endeavored to furnish selected white eggs that would command the prices quoted for near-by stock. There are, in fact, a few Western henneries whose product has sold even with the best from near-by

points. But Western eggs gathered by storekeepers do not come in this class. Under the most favorable weather conditions and when production is at the flush some of the Michigan gathered whites, when well graded as to size, have sold here about even with near-by goods, but as soon as warm weather sets in the Western gathered eggs can not gain any additional value by separation as to color. At present there are some lots of Northwestern selected white eggs coming here of which most lots are unsalable at any price beyond the value of equal qualities of mixed colors.

In general it should be understood that it is useless to separate white eggs for this market unless they are large, perfectly fresh and chalk white; and the special demand for white eggs is so limited in relation to the general demand that it would require only a moderate extension of the supply of whites to bring their value, even when fancy, down to equal qualities of brown eggs.—N. Y. Produce Review.

Two Kinds of Prophets.

In a small town in New Jersey, not many miles from Mt. Holly, there lives a quaint agriculturist, whom we will call Benjamin—Ben, for short, as he is commonly known by his friends.

He is regarded by the townspeople as one who knows a great deal about things in general and the weather in particular. A certain party, wishing to know the weather prospects, went to Ben and asked him what the weather conditions would be for the following day. And Ben replied, in his quaint manner: "The only difference between myself and the almanacs is that the almanacs tell the weather in advance, while I wait until the day is over to make my prognostications." And so "Ben" has lost his reputation as a weather prophet.

Rules of Business Etiquette.

Do not chew gum before a customer. It looks bad.

Entertain your friends after, not during business hours.

Use the telephone at your place of employment for business only.

Make a good first impression on the customer.

Show what a customer calls for, and then, if advisable, substitute.

Look pleasant even if it hurts.

Avoid brusque assertions; suggest always suggest.

Get a customer's point of view.

Address customer by name if possible.

What He Remembered.

"You took a vacation last summer?" he queried of the clerk in the music store.

"Oh, yes."

"Went to a farmhouse, probably?"

"I did."

"Seven dollars a week?"

"Just seven."

"Have any moonlight nights out there?"

"I can't remember."

"Any girls around to spoon with?"

"I have forgotten."

"Catch any fish?"

"Well, really, now—"

"Milk and vegetables all right?"

"Dear, dear me, but my memory is bad."

"Do any bathing?"

"Say, now—"

"Do you remember any one thing that happened to you?" demanded the questioner.

"Oh, yes. I worked an ear of corn out of the mattress of my bed and carried it to the farmer and asked him what he thought of it and he replied:

"Gee-whiz, but I lost that ear over five years ago, and have been looking for it ever since!"

Who'd A-Thought It!

Farmer Waggs—If I wuz you, Silas, I wouldn't lay in too big a stock uv butter; it's a-goin' to take a mighty big drop soon.

Storekeeper (in alarm)—When's that?

Farmer Waggs — Why, haw-haw! when the propellers uv airships start churning the Milky Way!

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.

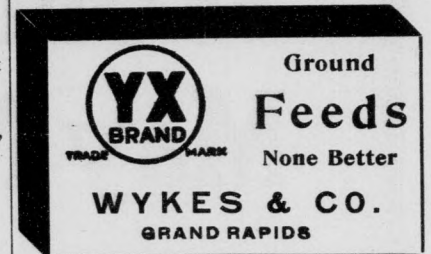
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Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products



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.

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.

SEEDS "For Summer Planting"

Millet
Fodder Corn
Buckwheat

Cow Peas
Beans
Dwarf Essex Rape

Turnips
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Rutabaga

All Orders Filled Promptly

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

Season Summer Hints For the Grocer.

It was near closing time and a belated customer was making some purchases. "I want a nice cauliflower," she said finally. The clerk went to the window where the green stuff was displayed and returned with a nice, large cauliflower. "There," he said, showing it to the customer, "that's the last one and you can have it for 20 cents."

The customer glanced at it deprecatingly, shook her head and soon departed. As she happened to be a friend of the writer, and as she left the store at the same time, he made bold to ask her why she refused to take the cauliflower, which was undoubtedly a fine specimen. "I don't want anybody's leavings," she replied.

Here, it is obvious, a sale was lost because the dealer's assistant volunteered a remark that aroused suspicions of the article's quality. He meant well, but evidently was inexperienced as a judge of human nature.

He made a double-barreled error, for it was a mistake to offer the article at a cut price, itself a suspicious move, and he made matters worse by adding the statement that the article was a sort of last rose of summer.

It was a trivial thing in itself, the amount involved being so small, but it showed poor salesmanship, which, however, could be brilliantly redeemed if the clerk realized his error later.

It seems to us that few duties of the grocer are of greater importance than the training of the assistant. The inexperienced and careless grocery clerk is capable of doing real harm to a business, without counting the selling opportunities lost through neglect to grasp them.

Grocery clerks should be carefully posted as to customers' tastes. It is a waste of time to talk tea to a woman whose family are wedded to coffee and use it three times a day. It is hopeless to make a great "spiel" for jam to a housewife who is well known to put up her own preserves in ample quantity. And yet just such "breaks" are being made every day in the year.

The hot weather makes cooking a serious burden to many women, and kitchen work can be much reduced and the palate not slighted by the use of good salesmanship in the department of labor-saving foods. Goods in tin, glass and earthenware, packed for immediate consumption—such articles as sandwich meats, canned fish, jams and marmalade, crackers, stuffed olives, pickles and a number of other labor-savers can be pushed at this season for the general good as well as the dealer's profit, and there will be no regrets on the consumer's part, provided the sales have been made with judgment. Much depends on the clerks as regards the volume of the demand for labor-savers, as few customers buy such goods without some reminder from the clerk. A person may buy freely this summer and forget all about the goods next summer. Labor-saving delicacies for summer use require different salesmanship than coffee, tea

and sugar, which sell all the year around, and the former must be yearly recalled to the attention of the public.

Sancho Panza might well have said: "God bless the man that invented labor-saving foods!" had the honest squire of Don Quixote known the wonder-working possibilities of the modern food factory. The tired housewife, too, may well bless the inventor of the canning process, which has saved many women from an early grave. But the cannery must depend on the grocer and his assistants, especially the assistants, to bring many of its labor-saving products to the attention of the public. By the way, an improvement on the slogan scheme would be some appeals to the grocer and his clerks in the advertising pages of the trade papers.

Now, boys, whenever a customer complains of the heat, and there will be occasion for a good many such complaints this summer, just lead the conversation to the topic of cooking in hot weather and suggest the purchase of labor-saving delicacies. They save work, they save health and, we believe, they save souls. Push 'em and push 'em hard.

The Ways of the Dead Beat.

There is practically no limit to the range of operations of the professional dead beat. He will defraud the grocer as cheerfully as the butcher, baker, milk man, ice man, doctor, dentist and plumber, and when he thinks he has exhausted one territory he readily finds another. Arriving in his new field, he is for a time on his good behavior and spares no efforts to give an impression of honesty and prosperity. If he learns that some new doctor has lately hung out his shingle, he soon gives him an opportunity to demonstrate his skill, nor does he fail to encourage the new grocer, butcher, baker or milk man. The experience these creditors usually have when they come to collect is to be threatened with personal violence as a reward for their kindness.

In his endeavor to collect money due from dead beats, the merchant often falls from the frying-pan into the fire. Every town is visited periodically by smooth-tongued solicitors, who claim to represent powerful collection agencies. The merchant signs an iron-clad agreement, whereby he binds himself to pay the agency say \$26 of the first money collected, and 25 per cent. of all money collected thereafter. Usually less than that amount is collected, so the merchant gets nothing but the experience and sometimes even pays from \$10 to \$25 for "subscription." These agencies being far away, do not hesitate to use most disreputable means to obtain the money, and even resort to sending the victims bogus summonses and court orders. One agency sent out solicitors to call on merchants and obtain their signatures to contracts whereby the merchants each agreed to deliver a specified number of accounts for collection. About a month later the merchant would receive a letter from the "home office" demanding \$50 as

damages for breach of contract in not sending the accounts in for collection. The merchant would plead that he did not have any accounts to send but would be told that it did not excuse him. Later an individual representing himself to be an attorney would call on them and quite a good many, rather than have a lawsuit, would settle as cheaply as they could.

The main reason why so many retailers' accounts become uncollectable, and the debtors become "dead beats," is because merchants fail to follow up their collections closely. The average grocer or butcher is generally so busy getting his orders and delivering his goods that he has no time to collect his accounts. As a result debtors who have money but are not pressed for payment purchase articles obtainable for cash only, trusting to luck or chance to have the money when Mr. Grocer or Mr. Butcher calls to collect. It is an axiom in the instalment business that if one day's collections are neglected that money may be counted as lost. For this reason every merchant should go over his books monthly and weed out the accounts which appear undesirable. There is no doubt but that it would pay to employ a clerk for this special purpose. A poor account is easier to collect if promptly attended to than a good one that is neglected. It is cheaper to pay even 25 per cent. to a lawyer to get your money at once than to wait and get nothing or to employ some wandering non-resident collection agency that comes around to solicit your business.

As a preventative measure a bureau of information or retailers' credit exchange is to be highly recommended. Why could not the leading retailers each contribute a small sum monthly to be used for the maintenance of such a bureau? A good manager could be obtained for \$50 to \$60 per month, and each subscriber could

save many times the cost by avoiding bad risks. A little co-operation would accomplish wonders. There is certainly no reason why a "dead beat" should be able to obtain credit from a merchant when he had defrauded that merchant's next door neighbor. To sum up: To avoid losses from bad debts, first endeavor to sell for cash as far as possible; second, go over your books each month and push collections; third, if debtors will not pay you, hand accounts to attorney promptly and leave unknown collection agencies alone. Do not wait until several years have passed or the account becomes outlawed. You would be surprised to know how many "good" people plead the statute of limitations; fourth, employ a special clerk for credits and collections if possible; fifth, give the retailer's credit bureau a fair trial, or, better still, your hearty support and co-operation.—Henry Klein in Retailers' Journal.

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

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

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

PROFIT-SHARING PLAN.**A Store In Which Every Employee Is Interested.**

Much interest has been manifested not alone among students of social and political economy, but among others, in profit-sharing plans for the conduct of business. Naturally the interest of our readers centers about the application of this principle to retail store management, and in this connection the plan of the Great Department Store of Lewiston, Me., which has worked out successfully, is related below.

We quote here the words of the Treasurer of the store, explaining the plan and its results:

"Several years ago we suggested to our employes the formation of a store employes' club for reciprocal benefits and obligations, this organization to be known as the Co-Workers' Club of the Great Department Store, its purpose to increase the efficiency of its members and to add to their social and business opportunities. It is a self-governed club, purely democratic, and has among its objects the advancement and the education of the employes and the strengthening of their interest in the business. Every two weeks this club holds its meeting in the reception room of the store. Papers are prepared and a general discussion follows, which pertains to the welfare of the store and improving the efficiency of its service. Any employe of the department store who has been in continuous employ for six consecutive months shall be eligible to make application. In fact, the membership is made up of all classes of employes, including night watchmen, delivery team drivers, porters, engineers, and, in fact, everyone, from the President down to the humblest employes, are beneficiaries in our special profit-sharing plan, whereby every co-worker member receives at the end of each six months a cash dividend based upon his salary, the amount of the dividend declared being determined by the result of the business and not upon the board of management. We figure that every employe is worthy of a dividend, in so far as he renders efficient service, and that the purely equitable way to base a dividend is upon the salary which every employe earns. We hold that the elevator boy is just as important in his position as is a director, in so far as he performs to his best ability and satisfactorily the duties devolving upon him. None of the employes have a financial investment in the store, but all have the interest of the co-operative idea, as evinced in the success of our business. The co-workers receive two weeks' vacation with full pay in summer, also two weeks' vacation with full pay in winter, and are given one-half holiday every Friday afternoon during July and August. The club is governed by parliamentary rules, its officers are elected quarterly by written ballot. Committees are appointed, namely: Advertising committee, accounting committee, execu-

tive committee, arbitration committee, merchandise inspection committee, membership committee, entertainment committee and co-workers' relief committee.

"The entertainment committee have managed various entertainments for the club, both private and public in nature, and during the winter in public halls, etc., and during the summer by excursions to the country and seaside resorts, and they have proven in every instance a big success, both entertaining and instructive along business lines. The co-workers' relief committee are constantly assisting needy co-workers in cases of sickness or accident, special relief funds being at their disposal with the service and consent of the club. Our Co-Workers' Club has been in existence for several years, since we first made the proposition to our employes. It brings the clerks together socially and tends to spread ambition on their part to improve business and is surely meeting the hearty co-operation and approval of the entire public, judging from the constantly increasing patronage, prestige and goodwill being extended to the Great Department Store. There are degrees of perfection that constitute the reputation of every concern and in our plan of practical co-operation and profit-sharing, as it has worked out, we feel a justifiable pride. We intend to continue our work on the same principles and according to the same liberal methods, both with our employes and the public, which has been responsible for the rapid and profitable development of our business. We hope that 'more light' on our plan may be the means of encouraging other concerns to adopt practical co-operative methods with their employes to the mutual satisfaction of the management, the co-workers and the public."

This question of equitable relation between the two factors in the conduct of a store is one in which the efficiency may be measured by the harmony that exists between the two, hence anything that enhances the harmony and increases efficiency and in an equal degree the profits, for that is the main object of all commercial relations, will at least gain the interest of merchants.

Address by Treasurer Upon Presentation of a Dividend.

"Having recently taken semi-annual inventory, it is therefore an opportune time to speak of this important matter, and in a broad sense to know and to appreciate our standing. There is a feeling homelike and pleasant, there is a spirit of enthusiasm and loyalty in the air; there is a desire to be pleasant to each other and courteous to the customers; there is no friction among the buyers; between the buyers and sales people and between the employes and the management, harmony prevails.

"There is a spirit of fairness; there are excellent opportunities and these are being filled from the ranks. You must have noticed all this. It's here—and it means something to work amid such harmonious surroundings. In our inventory, do we ever over-

look some of the big items? I have not in mind such important matters as merchandise, fixtures, equipment, etc., but such valuable resources as our store policy, our methods, our staff of employes and other matters which play so important a part in the upbuilding of a store's good-will and prestige.

"That our business is moving in the right direction, as a result in a large measure of our conscientious striving and painstaking care, we are all very grateful.

"No doubt we are pursuing store policies which, however, good, admit of improvement. We should earnestly ask ourselves, how is this improvement to be made. We should give serious thought and suggestion to bettering conditions; let us not be satisfied, but rather harbor enough discontent to spur our personal endeavors for progressive store policies and discipline.

"There is a radical difference between right and wrong methods, and this difference represents either success or failure. That it is not mere 'chance' which is responsible for the growing success of this business everyone will concede.

"We know what good influences a progressive store has upon a community and its people, and it behooves us to constantly apply improved methods, advantageous alike to the public and ourselves, which will cause our business to obtain even a stronger tie with the good-will of the public.

"We should make ourselves larger than our positions; there are opportunities all about, waiting for us to become big enough to more than fill them. In buying commodities we all like to get a measure heaping full, and so it is with the employer buying services—he is looking for employes who more than fill the requirements. No matter how large or how small our present positions may be, if we wish for a larger one, we must work to broaden our abilities, so that we can consistently occupy a larger circle of usefulness and effectiveness. (We must recognize that the 'clock of progress' has struck for a new order of business.

"I believe, therefore, that perpet-



WAYNO Ginger Ale

Just one case of 30 bottles will prove to you that you can make a good profit by handling "Wayno" Ginger Ale. It's a good year-'round seller. The quality will hold the trade.

Wayno Mfg Co.
Fort Wayne, Ind

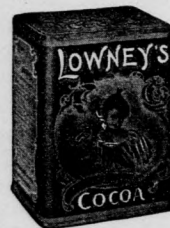
Summer Candies

We make a specialty of

Goods That Will Stand Up In Hot Weather

Also carry a full line of Package Goods for resort trade
Agents for Lowney's Chocolates

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



LOWNEY'S COCOA and CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

ual inventory should be taken and careful consideration given to the very important matter of store policy, as to its strong and its weak points, with an aim to reinforce and constantly better our store service to the public, ever keeping in mind that this store's services are made up of the efforts of each of us, as a personal unit; each one by the quality of his ability, service and conduct either adds to or detracts from the general reputation, character and prestige of this institution, and none of us can evade our individual responsibility.

"The better our store service the better our store environment, which, in turn, creates an atmosphere of 'cheerful endeavor' that always exerts stimulating influence and helps us to get 'happiness out of our work.'

"A happy worker not only does better work, but he radiates good cheer among his associates, which extends to the customer and serves as a tonic that can not be too highly appreciated when taking account of the active assets of a retail business.

"It is the object of every progressive store to build up its patronage, which constitutes the vital life blood of the institution, and 'service' in its broadest sense is the watchword.

"Let us strive for a store service so meritorious that it will make an indelible impression upon the minds of the public, and our rewards will increase in just ratio and come as a compliment from the public.

"In behalf of the Board of Management, I take pleasure in handing you 12 per cent. cash dividend checks; please accept them as 'reward of merit,' and by our 'best endeavors' as 'working partners' may we this season accomplish even better rewards."
H. A. Free, Treas.

Competent Clerks.

Nine out of ten successful country merchants began life as clerks in country stores, and because they were successful clerks they are now able managers of stores they own. In every country store with a working force of six or eight clerks, half of them know little about the stock in the store or are making any effort to find out about it. That kind of help is a dead weight on the hands of every merchant, and should be thrown off. Pay a little more money than your competitor if necessary, but get clerks who work for your interest and not for their pay checks.

There are dull days in every country store, and at these times the proprietors of the stores should see that the clerks are arranging the stock properly and studying it. Did you ever go into a store and ask the price of a certain article and be told that the price mark is gone and the wholesaler's catalogue will have to be consulted? We have. Every clerk should know the price of everything that he has to sell, and should know how it differs from other lines of similar goods, know how it is made, and all that can be learned about it. He should not only be able to show the goods to the customer and explain their qualities, but he should have a

personality in his sales methods that would create in the mind of the customer a desire for the goods.—Western Trader.

Express Company Earnings.

Everyone within sound of their voices please join the merchants' associations of the country in making clear the exact facts as to express rates. A concerted movement is under way to turn up information for the use of the Interstate Commerce Commission. Net earnings of the companies range from 43 to 125 per cent. a year on liberal capitalizations, and the service is made so costly as to be oppressive. Consider some figures: For a 100-pound package from New York to Yonkers the express company charges the shipper 50 cents. Of this the railroad gets nearly 24 cents; the company gets a little more than 26 cents, presumably for collecting and delivering the package. From New York to Buffalo the charge is \$1.25; the railroad gets 60 cents, and the express company gets 65 cents for exactly the same service it rendered the shipper to Yonkers. From New York to San Francisco the rate is \$14.50, divided in this way: to the railroads, \$6.92; to the collecting and distributing company, \$7.58. One more item of express finance: From 1903 to 1907, inclusive, the Adams Express Company paid dividends of 10 per cent. per annum; and in June, 1907, an extra dividend of 200 per cent. in bonds was paid. Wells, Fargo & Co. added, in February, 1910, an extra dividend of 300 per cent. to its annual 10 per cent. Sheer envy of such prosperity should stimulate the enquirers into express company methods.—Collier's Weekly.

Plotting Drainage Area of the Ohio River.

Beginning in 1907 the United States Geological Survey undertook to define the full drainage area of the Ohio River basin in square miles. Its first important subject has been the Kanawha River, where an intensive study has been in progress. At the mouth of the Kanawha, where it empties into the Ohio River, its drainage has been placed at 12,000 square miles.

In 1908 twenty-five gauging stations were maintained in the Kanawha basin, averaging one station for each forty-nine square miles of drainage. Final estimates of the flow of the River for each month in the year will require more time for accuracy in the full report, but from four of these stations an approximation has been made, interesting as to water versus steam power. In the bulletin of the Survey is the statement:

"The Kanawha River drainage basin contains abundant water powers and also great resources of good coal and if hydraulic power can compete with power developed from steam in this area it will be possible for it to compete with steam in almost any other part of the country."

Dark ways and vain tricks may succeed for a time; but afterwards they will put you to the paz-zaz.

Two Stores.

Walk into one store and you get an instant impression that the proprietor doesn't care very much about anything—at least, not enough to exert himself to such an extent as to endanger his health. The store exterior looks somewhat run-down and neglected; the sidewalk is not clean; the show windows do not appear to have had much time wasted on them. Within the store, things are crowded and the merchandise shows careless arrangement and bad display. Things are hanging over one's head all over the place and others are tucked and crowded away in boxes and drawers under the counters. The air in the store is not good and the condition of the floors, shelves, counters and show cases is such as to make a good housekeeper nervous.

Walk into another store and everything tells a story of success, prosperity, enterprise and hustle. The sidewalk is clean, the store front is clean and bright and the show windows have been polished until they shine; they contain bright, clean, interesting displays, too. Inside, the floors are spotless and the show cases glisten. There is no crowding of merchandise and the arrangement shows the unmistakable results of care and intelligent work. Everything is neat, fresh, clean and orderly, and a general air of prosperity and good cheer radiates from all.

Which kind of a store is yours?—Twin City Bulletin.

The Largest Barometer.

The largest barometer in the world was recently set up in the Italian town of Faenza, the birthplace of Torricelli, who discovered the barometer and the "vacuum" which perpetuates his name. The liquid used is purified oil rendered free from air and this gives a column over 36 feet in height. Owing to the very small amount of evaporation, an oil barometer is much more accurate than one filled with any other liquid except mercury, and the long column makes it very sensitive.

This Ad Was Set
THE LINOTYPE WAY
GUY C. CLARK
540 HOUSEMAN BLDG.
GRAND RAPIDS, MICHIGAN.

IF YOU CAN GET
Better Light

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



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

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

City Phone 4261 Bell Main 4277

Ramona Finest Summer Theatre
In the U. S.—Bar None

All This Week

Swat Milligan

Biggest Base Ball Comedy Ever Written

SPECIAL Chevalier DeLoris

SENSATIONAL SHOOTING TUNTS

Gene Green & Co.
Some Songs

Dale & Boyle
More Songs

Carroll-Gillette Troupe
Gymnastic Comedians

Jetter & Rogers
Skates and Steps

Ramonagraph

MEN OF MARK.

O. B. Wilmarth, Manager Wilmarth Show Case Co.

Whatever the trend of his inclination, the man of big and complex responsibilities usually has little opportunity for direct contact and familiarity with minor details of the enterprise under his command. As a rule, enforced absorption in its graver phases restrains if it does not absolutely prevent a division of attention that would include rudimentary principles. A casual or even in most cases a well informed observer, scrutinizing the activities of the directing force of a great enterprise, would assert that its manager's apparently endless variety of graver duties and responsibilities and their interrelation are sufficient—in most instances more than sufficient—for the capabilities, mental and physical, of one man. Conceding his general, basic knowledge of minor details, his active participation in them would in most cases seem impracticable.

Yet examples are common of men in responsible positions who are in direct and constant association with initiating phases of their commands; even of men the foundations of whose broad usefulness are laid upon such habitual participation. The situation necessitates ceaseless activity—to the lay mind a marvelous industry and a hazard of dangerous neglect of one or more important stages of a complex whole. That the industry and the hazard are cheerfully and, as a matter of course, accepted as naturally inseparable from the conduct of big enterprises is exemplified in almost countless instances, notably in high stations in the manufacturing industry. The manager of a manufacturing concern of international fame is a better grader and inspector than any other man in his company's employ; as shipping clerk, engineer, machinist, his company's payrolls do not include the name of his superior. To this versatility, this grounding in basic details, largely is attributed the fact that he writes manager after his signature. He is in direct and active command of every phase of its business.

Oscar B. Wilmarth was born in Grand Rapids April 28, 1861. Both his father and mother were Americans, running back several generations, his mother being a cousin of Rutherford B. Hayes. After spending two years in the high school he put in a year at railroad work, after which he returned to the high school for one year, pursuing an elective course. He then returned to the railroad service, taking a position as telegraph train operator. This was an office that has since been abolished. The train operator carried the keys to the station houses along the Northern Division of the G. R. & I. and communicated with the train dispatcher at night from station to station, so as to receive instructions as to the running of the train. After two years of this work the family removed to Stanton, where Oscar was baggage master for eighteen months in the D., L. & N. depot. The billing clerk in the depot at that time

was the since notorious Thos. F. McGarry. When McGarry was admitted to practice law Oscar took his place as billing clerk, a position he held for several months. He then went to Edmore and acted as baggage master for a year. He then returned to Grand Rapids, where he became timekeeper for the Grand Rapids Felt Boot Co. He was subsequently elected Treasurer and for the last three years he was with the company acted as Superintendent of the factory. For the next year he was Manager of the Michigan Washing Machine Co., which subsequently removed to Muskegon. In April, 1890, he assumed management of the Grand Rapids Hand Screw Co., the company having at that time a capital of \$12,450. Hon. A. C. Denison

last year the name of the corporation was changed to the Wilmarth Show Case Co., with a capital stock of \$100,000, officered as follows:

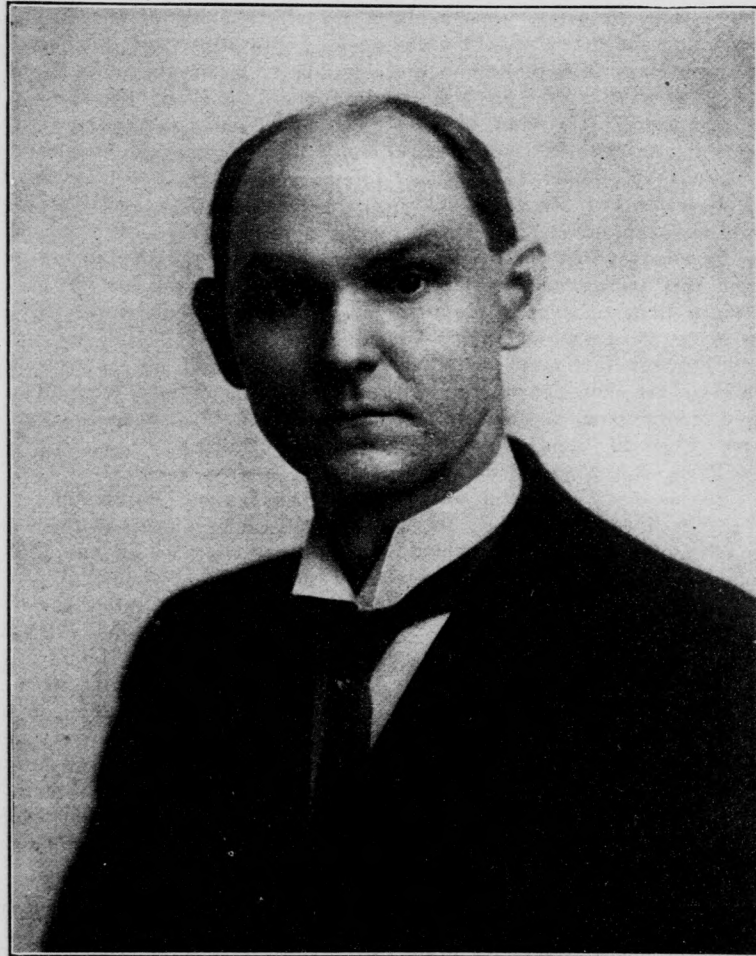
President—Walter C. Winchester.

Vice-President—O. R. Wilmarth.

Treasurer, Secretary, General Manager—O. B. Wilmarth.

Sales Manager—C F E Luce.

The volume of the company's business was nearly \$400,000 last year and it expects to do \$500,000 business this year. About twelve men are employed on the road on salary and commission. A reciprocal arrangement with the Welch Manufacturing Co. enables the company to sell the clothing cabinets of that corporation in return for the Welch Co. selling the show cases manufactured by the Wilmarth Show Case Co.



O. B. Wilmarth

was President, Chas. M. Rood was Secretary and Mr. Wilmarth was Treasurer and Manager. The factory was originally located on the second floor of a building on Alabama street. Two years later the factory was moved to South Front street and seven years thereafter, on account of the growth of the show case department of the business, the company took possession of the De-Graf-Vreiling & Co. plant on South Ionia street when it was vacated by the Wernicke Co. Soon after taking possession of this plant its capacity was doubled by the erection of another building on Commerce street. In 1908 the company purchased of the Macey Company four acres of land at Jefferson avenue and the P. M. Railway and began the erection of a factory containing approximately 90,000 square feet floor space. Early

December 1, of last year, the business of the Grand Rapids Hand Screw Co. was sold to the John Widgicomb Company.

Mr. Wilmarth was married Oct. 2, 1890, to Miss Carrie Coye. Four children grace the family circle. The family reside in their own home at 174 North College avenue. Mr. Wilmarth is an attendant at the Division Street Methodist church and a member of the Eureka Lodge, K. of P. Aside from this he has no fraternal, social or society relations. He is distinctively a home man, finding ample enjoyment and satisfaction in the company of his wife and children.

Mr. Wilmarth has but one hobby, and that is the collection of old coins. He has a penny of each date made by the Government from 1793 to date, having paid as high as \$12 for a single coin of this denomination.

He has also many old silver dollars and half dollars. He recently made a very considerable sale of gold coin to an Eastern collector.

Mr. Wilmarth attributes his success to sticking to it, but those who know him best feel no hesitation in asserting that the remarkable success of the Wilmarth Co. is due largely to the fact that Mr. Wilmarth is a man of great mental alertness and that his judgment of men is exceptionally accurate. He is a born fighter, but a fighter "on the square," as the sporting fraternity term it, and retains his placid demeanor whether giving or taking hard blows if they be above the belt. He has little patience with an evasive answer or a shifty reply to a direct question. He has no sympathy with sham or pretense in any form and can not be wheedled into a plan of action which does not take the other party to the deal into full consideration. Fair in method, accurate in judgment and progressive in all things pertaining to his business, he has every reason to be gratified over the success he has achieved and to feel hopeful over the promise of still greater usefulness which the future holds out to him.

Concerning Holding Companies.

There are in the United States one thousand and three hundred and five "holding companies," so called—that is, corporations owning and controlling in one way or another the stocks of other companies, as do the United States Steel Corporation, the American Tobacco Company and the Standard Oil Company; and it is upon the charge that this system of company "holding" is a violation of the "anti-trust" law that the two latter-named concerns are now on final trial before the United States Supreme Court. Now, if the United States Supreme Court interprets the Sherman act as forbidding such organization of corporations, every last one of these thirteen hundred and five "holding companies" will either have to immediately dissolve voluntarily into its constituent parts or else must be proceeded against by the Department of Justice through the Federal district attorneys.

The vindication of the law is to be found only in its impartial enforcement. Yet the man who directed the Attorney General of the United States to go out after the "big game" and not to bother with the "small fry" was given the greatest ovation on his return to this country from foreign lands that was ever extended to an ex-president or a king!

Do the people quite understand the tremendousness of the issue that was thus precipitated?—N. Y. Commercial.

Review Your Days.

Let not sleep fall upon thine eyes till thou hast thrice reviewed the transactions of the past day. Where have I turned aside from rectitude? What have I been doing? What have I left undone which I ought to have done? Begin thus from the first act, and proceed; and, in conclusion, at the ill which thou hast done, be troubled, and rejoice for the good.

Pythagoras.



The Biggest Thing in Any Business Is a National Cash Register

The object of business is **profit**—not a base living, but a legitimate profit on the business alone.

No merchant should be satisfied with less than the **whole profit**.

The National Cash Register **guards** the profits and **stops losses**.

It **enforces** the correct record of all money coming in and going out. This accounts for it all and furnishes an immediate cash balance.

A National **enforces** a record of every transaction in the store—**Cash Sales, Charge Sales, C. O. D. and Approved Sales, monies Collected and Paid Out.**

By "enforcing a record" we mean that each transaction **must be correctly recorded** on the register.

This prevents all losses and safeguards the profits.

Over 800,000 National Cash Registers have been sold. Bigger values than ever before.

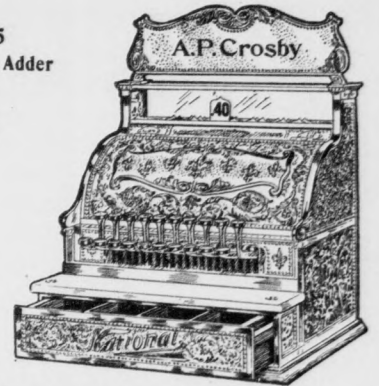
Prices as low as \$15. Send for catalogue showing pictures and prices. It will not obligate you in any way.

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

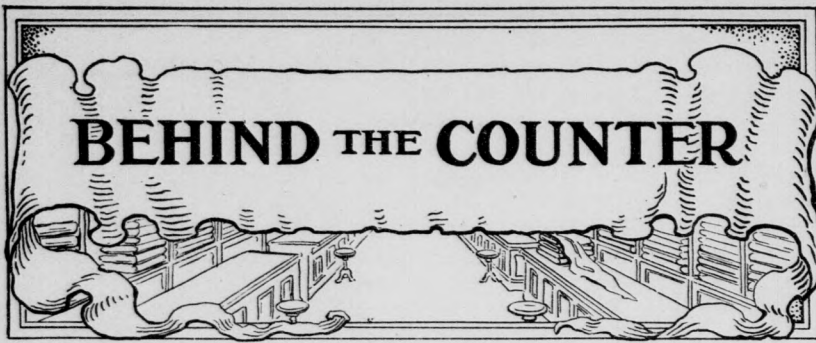


Total adder, drawer operated, with all latest improvements; prints each sale on a strip of paper. 32 amount keys registering from 1c to \$59.99, or 5c to \$59.95. 5 special keys

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



BEHIND THE COUNTER

The Man With a Little Money.

Written for the Tradesman.

A young man came into my office the other day and said he intended to quit his job and look for something else. His reason was that he was not making enough money. He thought the only way of increasing his funds was to leave one position and look for another.

"What are you doing with the money you are making now?" I asked.

"Spending it," he replied indifferently. And he was spending it just as indifferently as he had spoken.

This young man did not know that using a little money profitably is vastly more difficult than to invest large sums. He did not know or realize that a man must learn to handle small sums safely before he can handle large sums at all.

His idea of having more money was to earn more money. With an increased salary he would have been no better off than he was at present. In fact, he would be worse off, because the larger salary would only tend to increase his extravagance.

Thousands of salaried employes, like this young man, are thinking only of the advances they will receive ultimately, and entirely ignoring the importance of using the little money they are earning or have laid away more profitably.

They make the mistake of laboring under the delusion that the only way to save money is through a large salary, and the only way to make money from money requires a considerable sum. This ignorance has kept thousands of workers in a rut. In truth, the modest start guarantees a more substantial foundation for handling large sums in a safe way when that time arrives.

A true story is, perhaps, the best way to illustrate this point: A few years ago a clerk in one of Chicago's large retail stores was working for \$18 a week, with a mother depending upon him. He found it difficult to save anything out of this salary until a banker suggested a system to him:

"The problem of the greatest minds of the age," said the banker, "is to make a dollar earn from 4 to 6 per cent. interest." The clerk figured that if he could make his \$18 a week earn that much he would be accomplishing a great deal. He therefore planned a system of saving. His yearly income amounted to \$936 a year. Six per cent. of this was \$56.16 a year or \$1.08 a week. He began by depositing \$1.08 every week. With the saving habit gradually forming he found ways of saving more and

more each month. As his salary was increased he found his plan of saving enabled him to deposit the entire increase in addition to the regular percentage which he had increased to 10 per cent. of his earnings.

The problem of saving was solved immediately by acquiring a habit of saving a certain amount systematically. That is the first thing to be accomplished for entrance into the class that has money with which to make more money. It is impossible to save any amount of money without a definite method. The thing that gives strength to the ambition to earn more is to have money at your command.

When this young man had accumulated several hundred dollars through a savings account the second problem of his career confronted him.

He had saved a little money. What could he do with it? He knew there was a possibility of making his money earn more than 3 per cent. in a savings bank. Of course, it was reasonably secure there, but his ambition was to get up in the world.

Other young men he knew had speculated, bought stocks and played the market, but he had never heard of them making a fortune or even a good living.

His desire was to place this money where it would be safe and secure and at the same time yield him a reasonable, steady, safe and permanent income. He was not a financier or a promoter, but just a plain dry goods clerk who was ambitious to get on.

He went to the banker in whose institution his small savings were entrusted and asked his advice. The banker talked with him about the business he was in and his ideas of making money.

"With your knowledge of the dry goods business," said the banker, "the solution of your problem is to combine your brains and capital. Look about for a store in which you can invest your savings, then as a part owner of the store work to make it grow."

The young man found a market for his cash and ability through the Want Columns of a trade journal. He left the large store and bought a half interest in a small store in a small but growing shopping district. His few hundred dollars did not cover the investment. Again the banker was consulted. Following his advice the young man mortgaged his interest in the store and with the money received paid up his interest in the business. He had learned that a mortgage was not a thing to

be feared, but rather to be considered a lure to his ambition.

The ideas which he had absorbed while handling customers in the large store were put into force in his own store and he made the business take on new life and develop rapidly.

During the first year he had drawn a salary only large enough to pay his expenses, keep him comfortably and give him a small reserve fund. At the close of the second year's business he had paid off his mortgage, remodeled the store, put in a more attractive front and increased the stock several thousand dollars.

He had worked harder than ever before in all his life, but he had something worth working for. This young man continued to deposit a small amount weekly as a reserve fund. He had been taught to realize the immense value of such a fund in case of emergency. This was the real bulwark of his business, because he considered safety at the same time he was working for the expansion of the business.

Chalmers L. Pancoast.

The winner is the worker.

Coffee Ranch

Lansing, Mich.

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

20c Coffee, a Beauty, at 14c

25c Coffee, a Great Repeater, at 16c

30c Coffee, Sweet as Honey, at 18c

35c Coffee, Nothing Better, at 23c

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

J. T. Watkins.

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

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.

Your customers like it

BECAUSE

It is absolutely pure.
It requires no soaking.
It can be cooked in
fifteen minutes.
It is never soggy or
lumpy.
One package makes six
quarts of pudding.

You ought to like it

BECAUSE

It always satisfies your
customers.
It brings to your store
the best class of trade.
It moves; it's a real
staple.

It pays you more than an ordinary profit.

If you have Minute Tapioca in stock, push it. It will pay you. If you haven't it, send us your jobber's name and we will send you a regular package to try in your own home. A trial will tell you more in a minute than we can tell in an hour. When sending for the package ask for "The Story of Tapioca." It's free. We are ready to do our part. Are you?

MINUTE TAPIOCA CO.,
223 W. Main St., Orange, Mass.

GROWTH INCREASES INVESTMENT

But added telephones mean at once increased income.

CITIZENS TELEPHONE COMPANY

Has enjoyed a net growth of more than 200 telephones in its Grand Rapids Exchange during the past two months, and a great growth in others of its many exchanges and long distance lines, so that it now has

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RANDOM REFLECTIONS.

Hotel Clerks Diplomats — Lonely Death—Escaping Details.

A clerk in one of the oldest hotels in Chicago recently resigned his place to begin the practice of law. I trust I am not presumptuous when I suggest that law is not what he should go into. It is diplomacy that calls him, needs him and will afford the best fields for his talents. What better training for a diplomatist than the experience a man requires in the place of hotel clerk? There is none. After ten or fifteen years of hotel diplomacy he should be able to astonish the world. It is the hotel clerk and no other who settles the disturbance raised by the guest who comes in at a crowded moment and can't get the room he had last time. It is he who assuages the wrath of the irritable gentleman who didn't get an answer the instant he pressed the button. It is he who gently brings the exigent arrival to realize that it is impossible to have all the rooms of the hotel on the breezy side in spite of a strong desire to do so. It is he who fails to cash a check and still give no offense. It is he—but why prolong the list? It is the hotel clerk who each day solves a hundred problems that would make the average diplomatist tear his hair and cable resignations by the dozen. Think what a windfall such a talent would be in consular and diplomatic circles! We are always hearing complaints as to our foreign representatives. We are often told that our consuls can not match the wily Japs or equal the smooth elusiveness of the South American merchants. But how long would we hear such things if a few experienced hotel clerks, smooth from the most trying of diplomatic services, resplendent as a large diamond on a short front could make them, were sent to manage our affairs abroad?

Unless I am greatly mistaken the fame of our diplomatic and consular services would wax great and fill the earth with its report. Other nations would admire and envy. But they could not hope to equal us. The American hotel clerk is a strictly national product. Let other people adopt law and professional pursuits if they are minded to change their occupation! But for a hotel clerk of fifteen years' experience to waste his diplomatic talents on mere law—this seems to me almost criminal.

An old confidential clerk in an Eastern banking house has just died, leaving an estate of between \$2,000,000 and \$3,000,000 all saved out of his wages and acquired by investment. Far from being a difficult feat, this is rather easy, declares the New York World. Any bright boy who fancies such a career can repeat it. Suppose an office boy of 16 has in two years saved by pinching self denial \$100. He can loan it at legal interest on good personal security or invest it to yield 5 per cent. In the former case, if the yield is kept reinvested it will grow to \$3,200 by the time he is 75; in the latter case to \$2,100. But the boy keeps on saving. His wages

are raised from time to time, and as his second, third and succeeding \$100 come more quickly, each in turn is set on its way to grow into thousands. At 35 he has a salary of perhaps \$2,500 a year, and saves \$1,800 of it or more. The savings of that single year, kept invested at legal interest, will grow to \$20,000 in forty years. But already he has many other dollars at work for him—or rather for his unloving heirs. As his salary grows he saves and invests more, and still more. Probably he will see frequent chances of profitable usury. But he will never take a risk. He is a faithful and trustworthy though not brilliant employe. He does not become dissipated or gluttonous, and so has no use for doctors. His employers appreciate him, and he coins their appreciation into more living, growing gold. Of course he never marries. He spends nothing on enjoyment or self-culture or travel. In the end he dies a lonely death, and from the famous will case that follows the lawyers profit mightily.

The temptation is always to escape details. It is the dream of every business man that he shall arrive at a point where the little things can be minded by someone else. No man can make a remarkable success who can not accurately note, account for and carry in mind the composing small elements of his affairs. It is the small leaks that defy skill and destroy. Get the habit of details. Acquire interest in them and coaxing patience with them. Dismiss forever the dream that it is possible to rise above them. What is executive ability except and mental power to marshal all the parts of a business? The able executive sees, by looking at a page of totals the whole business; or, at least, tries to do so. The extent that he can make this photographic process complete measures his precise value. As all minds are finite, some things escape notice and must be guessed at. But the fewer details that are guessed at the better. It is in youth only that the habit of detail work can be formed. If a young hardware clerk allows himself to be offended by the little things of the business, and it is these that constitute the beginner's task, he will never find the reluctance less. As we grow older we do not notice the little things, for we have seen so much. There are men who are walking libraries. They know all about a thing. They can give a quick and reliable answer. They earn large salaries. The older they grow, if they keep read up on details, the more valuable they are. But one should not be content to remain a mere reference book. The peril of details is that they sometimes are allowed to engross the whole mind. The fascination of their pursuit withdraws a man, if he is not careful, from the active arena and he becomes a specialist or an expert merely for the use of practical men. Do not let that happen. If you count the grains of sand, do it with a view of some day owning the acre.—Sidney Arnold in American Artisan.

The Doom of the Corner?

Is the corner—in securities or commodities—to become obsolete? Supposing that the Supreme Court lets remain the fangs of the Sherman act, will the cotton pool prosecution mark the beginning of a crusade against any who may join efforts to raise a commodity price?

It is alleged that the cotton clique were led by the nature of their operations into a conspiracy to restrain trade. Whether their actions were based on sincere or well-founded belief as to the economic value of a bale of cotton appears to be outside the legal question. Also the fact that Southern mills, who are passive defendants in the suit, had impromptu these cotton brokers to help secure stability of price, at even 15½ cents, does not mitigate their technical guilt.

If this touchstone be generally applied there can no longer be either gain or glory in a corner, or near-corner; the doughty achievers of past successes in such directions will acquire the historic remoteness of the brigand barons of the Middle Ages or the Elizabethan buccaneers. For the considerable holdings necessary to such an enterprise will necessarily "restrain" trade of some other fellows—notably such as may be short of that particular commodity.

But why should the ingenuity of the prosecutor stop at cotton? It is

true that the bears in other fields have so far "taken their medicine" in silence, and looked to time's revenges. But if the present prosecution achieves tangible result, will they not emulate their cousins in cotton?

It is an easy mental process to substitute grain for cotton, and flour mills for cotton goods mills as accessories; likewise coffee, sugar, rice, naval stores, or anything in which there is brokerage participation. And, as a climax, why might not an ingenious district attorney find in any joint maneuvers on the Stock Exchange enough inter-state characteristics, in ownership of stocks, location of properties or financial effects, to construe the results as restraint of trade springing from unlawful conspiracy? Negatively, or conversely, might not the virtuous bears themselves be accused in turn of restraining trade activities, from the point of view of the seller of wares, in that their depression of prices cuts the market from beneath his feet?

A reductio ad absurdum is theoretically conceivable whereby each skirmish between bulls and bears anywhere will be followed by recourse of the vanquished to the avenging Sherman act. Truly that celebrated statute is daily developing in versatility; if it is spared by the court of last resort it should open a vista of diverting possibilities.—Boston News Bureau.



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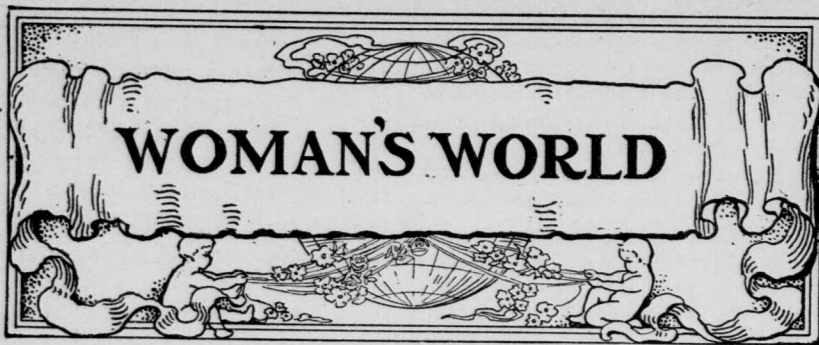
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WOMAN'S WORLD

Suggestions For a Book on Automobile Decorum.

Written for the Tradesman.

There is pressing need that some one should formulate a code of automobile manners—a sort of official blue book of reference—since situations constantly are arising of which the old authorities on decorum had no apprehension and for which they furnish no guidance. The book might be styled *The Etiquette of the Auto: a Complete Guide For the Fair Motorist*. If attractively gotten up and well advertised it would sell like a Mary Jane Holmes novel.

It might be written in some quaint old style so that it would read off somewhat like this:

"My lady, when enjoying the delights of the automobile, either as hostess or guest, will never show the slightest annoyance or even perturbation. She will be always calm, unruffled and serene. If out in the country and the power is lost at the middle of a steep sandy hill, she will blithely descend from the car and cheerfully trudge to the top; if the machine breaks down on a muddy road seven miles from home she will pick up her skirts and wade bravely along, in blissful unconcern of damage to patent leathers and silk hosiery."

There might be a dissertation (not too near this last, lest it raise a suspicion of faulty logic), setting forth that "no gentlewoman should ever show signs of dishevelment or dilapidation of toilet while touring, even if there be heat, dust, high wind or pouring rain, but should always come in from a long trip as fresh, sweet and dainty as a beautiful June rose."

There should be a strong chapter entitled *Treatment of the Chauffeur*. I will outline some of the doctrines it should teach. As I believe all knight-errantry should be confined to the defense of under dogs in the struggle of life, I will say right here that it would not be necessary to draw any blade in behalf of so high and mighty a potentate as the salaried chauffeur. If possessed of a fair degree of professional skill and a disposition to look out for himself, he constitutes his own sufficient defense. He has at his command resources that the unsalaried driver (related as he generally is, by marriage or otherwise, to the ladies he takes touring) knows not of. Generally speaking, the salaried chauffeur does not belong either to the W. C. T. U. or the Loyal Temperance Legion, and he is likely to get into a maudlin state of disability on the very day when invitations are out for

a lovely trip to distant picnic grounds, returning home in the evening by moonlight. He can claim that the machine can not be taken out of the garage until certain repairs have arrived, when he is sulky and it suits his wishes to have it stay in. If my lady is at all exacting in her demands he can, to use vulgar but expressive parlance, "sass back," and at times and places when any display of insubordination on his part is most humiliating. Moreover, he is a hireling and can flee because he is a hireling, just when it is most inconvenient and exasperating to have him go.

Not so with the proud owner who drives his own car and may have in his party sweetheart, wife, mother, sister, aunt or woman friend of long and privileged acquaintance. He needs our help, particularly if he is a married man, and it is his life partner who occupies the front seat beside him and criticises and directs at every stage of the journey. For him we may well draw every sword from its scabbard and fire our very last round of powder.

I am not contending that in altercations of married pairs the husband is always the abused party. But in a car which he is driving the weaker vessel certainly has her lord and

master at a decided disadvantage. He must give attention to the machine and so can not argue and recriminate in his own behalf; while the presence of guests restrains him from profane explosion. His hands being tied, as it were, he holds his tongue and becomes furious inside.

So, in the chapter I speak of, it should state in precise and fitting fashion that "a lady when out motoring may not suggest to the chauffeur as to speed or turns, nor espy ruts and stones in the highway, nor by look or gesture display a trace of distrust in his skill and judgment."

It would be different if all this nagging did any good; but it does not. Perhaps my lady sees a little cavity in the track. The driver, if let lone, will observe it and turn out for it. But while she is getting his attention and explaining to him what she means, the car has reached it and gone through with a bound.

Many and grievous are the accidents resulting from the carelessness and incompetency of railroad engineers; but they are not nearly so many nor so grievous as they would be if timid passengers were allowed to go up into his cab and try to instruct the engineer as to his difficult task. So the driver of an automobile should not be distracted from his work of watching the track and managing the machine, which is enough to occupy his whole mind.

Besides, the average man has in him a little streak of perverseness, so that if told by his fair critic to turn one way he naturally wants to turn the other; if she complains he is running too fast, he is likely to speed up and go still faster.

Of course, I am not speaking of saints who in character and conduct are fitted to tread the golden streets and wear aureole headgear and for



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some inscrutable reason are delayed here below, but of ordinary, erring, sinful, unregenerate men, more or less under the dominion of the world, the flesh and the devil. For I have noticed that the man with wings started rarely if ever attempts to operate a machine.

Do not take it from this that a man should be left entirely to his own devices as to how he manages a car, nor ever be made to feel the curbing rein of judicious restraint. A wife may surely "reason" with her husband in private, and the term "reasoning" is so broad that it includes everything from the mildest pleadings to red hot controversy.

A more gentle diplomat may protest timidity and thereby bring to bear a most powerful leverage. Or a little speeding of which she disapproves may "just make her dreadfully ill," and she can easily keep him up half the night rubbing her aching head and flying around with the smelling salts. She may be brandish over him the mighty club of nervousness, about which volumes and encyclopedias of volumes could be written.

It can not be said that all these measures are ethically justifiable, but they are well backed by hoary custom, and the present evolution of either sex is not such that they are likely soon to be discarded. It can readily be seen that there are plenty of ways by which an ingenious woman can make a wayward husband expiate all his automobiling sins without doing anything so cross as "slamming" his driving while out on the road.

There are still other means at her command. Some claim she can hold him to a proper course simply by mental suggestion, without ever opening her lips. This "silent influence" plan has been tried so very little that it is impossible to pronounce with authority for or against it.

But the smartest woman of all will just put a man on his honor. By subtle flattery, administered at home and abroad, she will make him feel assured that he is the only man living who really understands an automobile and has the judgment, prudence and ability to run one properly; and that all other drivers, compared with him, are mere amateurs, experimenters, tyros and neophytes. Under this treatment he will be plastic to her wishes and the happy and confident state of mind in which she keeps him will reduce to the lowest limit the inevitable hazards of autoing.

The chapter might conclude thus: "Fair lady, having minimized the dangers of motoring as just set forth, before starting on a tour it will be well to settle all bills, make your will, see that life insurance premiums and assessments are fully paid, say your prayers and down deep in your heart freely forgive the neighbor woman who has said mean things about your clothes and the way you wear them; and then, as you value the enjoyment and safety of your party—don't nag the driver.

Quillo.

Her Wasted Effort.

She had been reading that a titled English woman advises married women to flirt with their husbands. As she finished the article her husband came home to dinner.

She ran to meet him.

"A little late to-night, duckydooze-lum," she said with a dimpling smile.

"What's that?" he growled.

She looked at him archly.

"Don't you dare to kiss me," she tittered.

"Gee," he cried, "I don't intend to! What put that in your head?"

She half closed her eyes and coyly surveyed him through the drooping lashes.

"Don't you want to sit here by me on the sofa?" she cooed.

"No, I don't. Why you told me only yesterday that the springs were getting weak. Aren't you feeling well?"

She laughed softly and shot him a side glance and drew in her cheeks and flashed her white teeth and perceptibly winked.

He drew back suddenly.

"What's the matter with you?" he demanded. Who are you imitating? Can't you make your face behave?"

She picked up the paper she had been reading and flung it into the decorated wastebasket.

"There's nothing the matter with me," she coldly replied.

"Just mugging for fun, eh? Glad of that, Stimson was telling me today about a lot of trouble his wife is having with her facial nerves and I was afraid you'd caught it. Ain't that confounded dinner ready?"—Exchange.

Some Notes on Woman.

The average woman can make a little go a great ways, and very quickly at that.

A woman is not necessarily unendurable because she is unsupportable.

Women are often criticized for being stingy; but when they are pretty, the closer they are the better we like it.

We must not blame women for telling all they know. It is when they tell all they don't know that they are most in error.

Women are prone to underestimate themselves. We have known many at forty-five to quote themselves at thirty-two and even lower.

The chaperone, after all, is a useless institution, for experience has shown that the girl who really needs one will easily find a way to get around her.

When a woman has removed her curls, her pompadour, and all the evidences of her mastery of the cosmetic art, we begin to realize how much stranger fact really is than fiction.

If women were to do the proposing the race would be much more athletic than it is now. Thousands upon thousands of men would run who never ran before.

It is evident that divorce was not a part of the original scheme of creation. If it had been there would have been two Eves instead of one.

The chief evidence against women's

sense of humor is the serious way in which they take some men.

No man gives the world more than he who puts a little better heart into us.

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1 size—10 boxes in package, 36 packages (360 boxes) in 2½ gr. case, per case 20 gr. lot \$2.35
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5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots \$3.75
Lesser quantities \$4.00

BARBER'S RED DIAMOND.

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

BLACK AND WHITE.

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

THE GROCER'S MATCH.

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

ANCHOR PARLOR MATCHES.

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

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2 size—In slide box, 1 doz. in package, 144 boxes in 2 gr. case, in 20 gr. lots \$1.60
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5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots \$4.20
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2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots \$3.35
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EDUCATIONAL ELEMENT.

Feature Merchants Should Not Overlook.

Written for the Tradesman.

Last fall there was held, at the Hotel Somerset, in the city of Boston, a notable meeting of the business men of that city. Some five hundred and fifty representatives of Boston's business interest were present, "the largest gathering of the city's retail trade," so the newspapers declared, "ever assembled."

James J. Storrow, President of the Chamber, introduced the speakers of the evening. In his introductory speech Mr. Storrow said, among other good things, these words: "There is another and indirect advantage that will come to Boston if you gentlemen supply us with the best retail stores in the country. The educational effects of the displays in your windows, of the merchandise with which you adorn your interiors, often not costly, but nevertheless beautiful, has an enormous effect in elevating the sense of proportions, of color, of outline and of beauty of those who frequent your stores."

This statement of Mr. Storrow's suggests an important feature of retailing, namely, its educational value to the public. The retail merchant stands between the producer on the one hand and the consumer on the other hand. He is essentially a want-builder. He is, by virtue of his relation to producer and consumer, a leader, counselor and friend. He can look upon his business (and unfortunately does often so regard it as a prosaic, sordid, moneymaking occupation, or he can view the business of retailing goods as a dignified and important service, with certain implicit social obligations and with certain educational, aesthetic and ethical implications.

Too often the merchant acts upon the assumption that his chief concern is to discover what the people want and then cater to their wants. Doubtless you have heard retailers saying things, in substance, somewhat like this: "Oh, I know that stuff isn't the best. Anybody who knows values knows that. And if I could consult my own preferences in the matter I would sell a better class of goods. But what is the poor retailer to do? His hands are tied. He has to adjust himself to existing conditions. Utopian dreams of ideal situations have no place in the successful merchant's noggin. The people want to get the goods they buy at the lowest possible price. They never stop to consider where the retailer is coming in. They are actuated by purely selfish motives. Well, if they pay junk prices who is to blame if they get junk values? The 'call' is the beginning, the middle and the end of the law of merchandising. Heed the 'call'—give it a direct and immediate answer—that is the grand secret of successful merchandising."

Merchant as a Want-Builder.

Catering to existing wants does not constitute the sum total of the retailer's duty to his constituency.

These so-called "wants" are them-

selves subject to criticism, measurement and judicious guidance.

The merchant who contends that his service begins and ends with the discovery and fulfillment of existing wants has a wrong view of his vocation. If that were strictly so (which it never is in fact) it would be a droll situation.

As a matter of fact, merchants everywhere are creating new wants and discovering hitherto undiscovered needs. It is one of the commonest occurrences of the retailer's daily experience to correct mistaken "wants" and to switch his customer's affections from the less expensive commodity to the better grade article.

So the thing I am contending for in this connection is neither new, strange nor impractical. All I am pleading for is that this feature of the retailer's service receives an emphasis commensurate with its importance. The retailer's hands are not tied—unless he himself has tied them. If he really wants to sell the better class of goods he can do it—provided, of course, he has selling ability; otherwise he does not count. And nobody has decreed that he shall supinely adjust himself to conditions which he himself confesses are far from ideal.

Back of all this disposition on the part of retail merchants to knuckle, and stultify themselves, and fill their shelves and stock rooms with cheap and shoddy ware, is that panic fear that some other fellow will beat them to it. "Oh, I must have the popular priced wares! My trade demands it. If I don't get it for them the other fellow will." Well, what of it? If the other fellow wants to surround himself with "cheap and nasty" wares, is that any reason why you should do the same thing? Are there not enough discerning people in the community to provide a constituency for you? Can't you afford to build up a retailing business on the basis of fair dealing and dependable values? Isn't it better to sell fewer goods (if one must), but sell better goods? Doesn't the better values everywhere and always make for satisfaction and confidence and continued patronage? Isn't it better to build a trifle slower and in the end possess a permanent and lucrative business rather than to assemble by hasty methods an insubstantial industrial edifice?

The real merchant is a booster of the better values. In a sense he is a prophet of a better commercial era. He puts quality ahead of price every day in the week. For himself he prefers the better values; and he exercises himself in salesmanship to the end that he may be able to convert his neighbor also to the selfsame preference. He wants to sell the higher priced goods, not merely because they carry the better profits, but because they give satisfaction. Whether the article be large or small, simple or complex, relatively inexpensive or costly, "the better values to the fore" is his slogan.

The other day I wanted to buy a three foot folding rule. (I believe that is what the carpenters call them). I stepped into the leading

hardware store of my city and made known my humble need. I told the man that I occasionally needed to measure things about the house in making purchases of hall runners, window shades, etc., and that I had seen a neighbor of mine with just the sort of rule I wanted. Incidentally I told the clerk my neighbor had gotten his rule at a ten cent store. "Oh, yes," said the man, "we have that sort, too; but we also have a much better rule at a slightly higher price. Now here is one at 25 cents. You will observe it is a much more strongly made rule. The wood is much tougher and stronger and the metal is heavier. That rule will outlast half a dozen of the 10 cent sort. Now here" (and he took out another box) "is a still better rule at 30 cents. Let me show you a feature about that rule that you wouldn't notice unless you were a practical mechanic. As a matter of fact the carpenters didn't get onto it for quite a while. Suppose, now, you wanted to measure a small space" (and he unfolded the lower section of the rule), "say a space of two inches and a half or three inches and a quarter; the numbers 1, 2, 3, 4, etc., are right there on the lower section so that you do not have to spring the wood down to get your measurement." (And in less than a minute he demonstrated the superiority of the 30 cent rule over the less expensive ones.) "Another thing about that rule is that the enamel is firm and durable. It will not crack and peel off as in the case of cheaper rules. When it gets soiled you can wash it with soap and water." Now which of those rules do you suppose I bought? Remember, now, I do not use a folding rule often—so that even a very inexpensive rule ought to last me a long time. I bought the 30 cent rule. I went in expressly to buy a 10 cent commodity and I ended up by buying a 30 cent one. And I am glad I did, of course, for I have a folding rule that I am not ashamed of and, barring accident, it ought to last a lifetime.

Now that was a choice little piece of salesmanship that I enjoyed at the time and like to treasure in memory. And I tell it in this connection just because it illustrates my point. That clerk knew how to boost the better values. Suppose he had sized me up as the sort of man who would demand the 10 cent rule or go away unequipped with a measuring stick? Suppose he had said to himself: "Oh, well, what's the use talking? It is a hot afternoon anyhow—and he 'wants' a 10 cent rule—I'll give him what he wants and let him go?" Well, in that event, two things would have happened: In the first place the clerk himself would have committed a slipshod, devil-me-care act of salesmanship which would have had its influence in the formation of a devil-me-care, slipshod habit of selling goods; and in the second place I would have bought a very inferior rule, totally ignorant of the fact that there are such vast differences in the merits and values of folding rules. As I recall that specimen of high grade salesmanship on a simple, inexpen-

sive commodity, I do not consider it wasted sweetness on the desert air. In my estimation that salesman's stock has gone up appreciably—and I have great confidence also in the house that keeps a salesman like that. And now as I recall the incident I find myself thinking within myself: "Well, if that man is so conscientious in the selling of a folding measuring stick; if he thinks so much of the good will of his customers as to be unwilling that they should have anything short of the best—he would be a good man to go to when I buy that power washer; and since my wife will be in the market shortly for a new gas range, I think I will just send her to the fellow that sold me the rule. I have an idea he will treat her about right."

The Merchant as an Educator.

It is not enough simply to grow in the volume of the business we do. Retailers owe it to the public whom they serve—and it is an inte-

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.

grant part of their business—to strive constantly to raise the quality of the goods they sell.

Personality-commodities, such, for example, as clothing, furnishing goods, jewelry, household wares and furniture, may be said to have certain aesthetic qualities. Their possession and use make for joy and satisfaction (or the reverse of these feelings); and the business of distributing such wares has an ethical as well as a commercial phase.

It is not enough to sell just anything that we say is "salable;" we should go farther and ask: "Is it right to sell such and such a thing?" We should analyze the thing to be sold, study its good points and its bad ones and determine as accurately as we can its relative merits as compared with other products of a similar character—and all to the end that we equip our customer with the very best, the most artistic and reliable and serviceable article that we can persuade him to secure.

Good tools facilitate good workmanship, and personality-commodities of substantial merit and artistic value have an influence upon life. Thomas Carlyle, the nineteenth century prophet and advocate of sincerity, used to say that he would have the genuine at all events. Whether it were a man or a writing desk, he wanted the genuine article—no sham, no hypocritical would-be for him. Never! H. Gordon Selfridge, the American merchant who startled London with his magnificent department store and his dashing, aggressive advertising methods, says: "The best of anything of its kind establishes the standard."

As intimated in the quotation from Mr. Storrow, with which this discussion began, the educational feature of the retailer's service may be made to appear in his window trimming and in the merchandise with which stores are adorned. But this does not exhaust the catalogue by any means. The newspaper advertising may be made—and should be made—educational. It tells the public new things about merchandise and imparts substantial information which enables customers to buy intelligently. And so with the booklet and the house organ or store paper.

The retailer who appreciates the educational obligations of his service and really seeks through his advertising and his sales methods to create a demand for better values is in line with the inevitable trend of latter day merchandising. This is a progressive age, both in the production and the distribution of wares. More and more the cheap and shoddy will be outgrown, while the genuine, the worthful and the substantial will grow in favor with consumers. Educational influences will be disseminated by modern methods of publicity and selling. But the logical leader of this educational movement—and don't forget it, for this is the keynote of the discussion—is the retailer.

Charles L. Garrison.

Our poverty is more likely to be due to the good we miss than to the goods we lose.

Where No Book-keeper Is Necessary.

The average dealer is sometimes lax in his book-keeping methods and has no good method of keeping track of his daily sales and expenditures. Nothing is more lamentable, for the reason that a merchant is a better or worse one according to the method he employs in his store.

Laxity in business methods is sure to bring business trouble, and when a simple system can be had which will reduce the daily routine work to a very simple form, dealers should take it up and introduce it into their business.

Such a system has been prepared, consisting of a pad of daily sales sheets which provide for the record of all sales and expenditures for the day. These sheets also provide for total results of the day and by filing in consecutive order the totals of any day in the year may be easily found. They require only the entry of the clerk making the sale and may be combined with a cash register system if desired.

No book-keeper is necessary, as all the work is done by the party making the sale at the time of the sale. It takes less time to make out the average sales slip and the record is permanent.

At the end of the day the proprietor adds up the sales, subtracts the expenditure and the result gives the net sales and profits for the day.—Playthings.

For the Public Good.

One hears a good deal about the power of the press, but the fact is that no newspaper has very much real power over men or events in these days unless it is known to be standing sanely and steadfastly for the welfare of the whole community and nation. The day of party organs is past. Sensational papers appealing to popular passions can not move thoughtful men—the men who make history. The only kind of newspaper that really has tremendous power in these days is the independent, reliable, disinterested journal of wide circulation, whose columns are known to stand always for the general good—for public honesty and a square deal, whatever happens. An excellent example of this sort of journalism is the Chicago Record-Herald. It has the enormous circulation that deservedly goes with the printing of all the news, but its power lies in its wise, conservative, independent editorial policy, which is shaped with one sole end in view—the public good. Its news and critical columns show the same spirit. It is an ideal paper for the home.

Dyeing Cloth By Electricity.

Among the tasks imposed in recent years upon that busy servant of man, electricity, is the acting as an assistant in the operation of dyeing.

When cloth soaked in aniline sulphate is placed between two metal plates connected with the opposite ends of a dynamo and an electric current is passed through it the sulphate is converted into aniline black. By altering the strength of the solution and of the current shades

varying from green to pure black can be obtained.

In the case of indigo, the cloth is impregnated with a paste of indigo blue and caustic alkali. The electric current converts the insoluble indigo blue, by reduction of oxygen, into indigo white, which is soluble, and on being exposed to the air becomes oxidized once more and turns blue, thus thoroughly dyeing the cloth with that color.



Costs Little—Saves You Much

Protect your business against worthless accounts by using
COMMERCIAL CREDIT CO., LTD., Reports
MICHIGAN OFFICES: Murray Building, Grand Rapids; Majestic Building, Detroit; Mason Block, Muskegon.

We are manufacturers of
Trimmed and Untrimmed Hats


For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Division St.
Grand Rapids, Mich.

FRANKLIN

IRONCLAD



GALATEA

CLOTH

STYLE PATT.
Yds.

We wish to call your attention to Iron Clad Galatea Cloth made in fast colors and pure indigoes. The cloth is guaranteed to give full satisfaction and will stand sun-light and washing. We have 50 patterns for you to select from at 10½c per yard.

P. Steketee & Sons
Wholesale Dry Goods
Grand Rapids, Michigan

Grand Rapids Dry Goods Co.

Exclusive Wholesale Dry Goods

We are showing the following new lines for fall:

Outing Flannel Flannelette
Cotton Blankets
Wool Blankets Comforters
Cotton Batting
Wool Batting Comfort Challies
Silkolines
Curtain Muslins Velvet Rugs

Also a new line of
Staple and Fancy Wool Dress Goods

N. B.—We close at 1 P. M. Saturdays

MICHIGAN COUNTIES.

Source From Which Their Names Were Derived.

(Concluding portion)

Marquette county was named for Father Jacques Marquette, the Pere Marquette of the river in the Lower Peninsula, and a character who deserves to be commemorated in Michigan, as he is so closely connected with its early history. In 1668, at the age of 31, he undertook to plant a mission among the Chippewas at the Sault. After a short time there and at La Pointe he established in 1671 his mission at St. Ignace, where the Hurons and Ottawas had come. In May, 1673, in company with Joliet, he left under the authority of Colbert, the chief authority over the colonies of France, and of Frontenac, the Governor and Intendant of New France, to go to seek the great river at the westward, and on June 17 they entered the Mississippi River and the "father of waters" was given to the civilized world. Returning to Green Bay, and the following year to the south end of Lake Michigan, he passed there the winter of 1674-5 and, with rapidly failing health, left in the spring of 1675 for St. Ignace, but death overtook him as he was coasting the eastern shore of Lake Michigan near the mouth of a small river, afterwards named for him, and on May 18, at the age of 38, he passed away, a victim to his unwearied efforts to introduce the light of his religion to the Indians. There seems to be some authority for claiming that his death occurred near the mouth of the Aux Becs Scies River, instead of the Pere Marquette, but the latter from an early date had upon the maps the name of Marquette's River.

Ontonagon county was originally much larger than at present and included Isle Royale. It took its name from the river of the same name, emptying into Lake Superior. The Jesuit map of Lake Superior of 1670—a surprisingly accurate one—shows the mouth of the river with the name Nantounagon. Various derivations and meanings are given for the name. One that it is derived from Nundnorgan, hunting river. Another, meaning is Lost Dish, from Nindonogan. Verwyst says it is derived from Nandonagon, meaning place where game is shot by guess; another derivation is from a Chippewa word, meaning fishing place.

Schoolcraft county was named in honor of Henry Rowe Schoolcraft, who was a resident of the State from 1820 to 1842, and whose name will be forever associated with his researches in all matters connected with the Indians of the United States, and of whom I have spoken in connection with the counties laid out in 1840.

Houghton county was established in 1845 and named in honor of Douglass Houghton, first State Geologist of Michigan, and a man of great influence in and of great value to the State. Although he died at the untimely age of 36, he had done more than any other man except

Cass and Schoolcraft to bring to the knowledge of the world the great resources and many advantages of Michigan. He came to Michigan a young man, in 1829, and immediately found favor in Detroit, and at once began to take an active part in intellectual movements. It was practically entirely due to him that the State Geological Department was established and, fortunately for the State, he was made the first incumbent of the office in 1838. Energetic, enthusiastic, scientific and a practical success, he was Mayor of Detroit, President of its School Board, President of a bank and President of the Michigan State Historical Society. It was an act of simple justice for the State to recognize his value while living and to perpetuate his memory by attaching his name to a county famous the world over for its mineral wealth.

The Legislature of 1855 established the county of Manitou, consisting of the Manitou Islands, the Beaver Islands and the Fox Islands, giving to the county the name of the lower islands, Manitou. At that time James J. Strang, the Mormon King of Beaver Islands, was a member of the House of Representatives from Newaygo county, to which all the Grand Traverse region was then attached. Beaver Islands, his stronghold, had a population of nearly 2,000, which gave him great political strength in his district. Several petitions were presented to this Legislature praying that these islands be detached from Emmet county, and the Committee to which the matter was referred, after stating "that a feeling of deep distrust and repugnance approaching warlike hostility exists between different classes of people inhabiting the islands and the mainland in that part of the State," "respectfully but earnestly" recommended that a separate town and county organization be given to the Beaver and Fox Islands. In the bill, however, which was reported, the Manitou Islands were added, and the name of the new county reported by the Committee as Beaver county was, upon motion of Strang himself, changed to Manitou. Strang's death the following year by murder and the rapid dispersal of his followers soon removed the necessity of a county organization and, after being for some years attached to other counties, it was finally disorganized in 1895, and Manitou and Fox Islands were incorporated into Leelanau county and the Beaver Island into Charlevoix county. The name itself is an Algonquin word, meaning spirit, but it refers rather to the mysterious and unknown powers of life and of the universe. Tradition is that many years ago two powerful tribes, one from the Northern Peninsula and one from the Lower Peninsula north of Grand River, were at war. The Northern band attacked and as they supposed annihilated the others and then retired to these islands. There were, however, seven survivors, who at night followed, attacked them while asleep and destroyed nearly all, and then escaped without being seen. The few survivors thought this an

act of the spirits, hence called the island Manitou.

In 1855 the people below Saginaw, on the Saginaw River, attempted in vain to have a new county set off to include them. At the legislative session of 1857, however, they succeeded in having an act passed taking territory from Saginaw, Arenac and Midland counties and organizing it into Bay county, but providing that the act should be submitted before going into effect to the voters of the three counties. When the vote was held it was defeated, if the entire vote of the whole counties was counted, but approved if only that part of each of the counties within the limits of the new county was counted. The question found its way to the Supreme Court in 1858, and was decided in favor of the new county, which took its name from its encircling the head of the Bay of Saginaw. Its sponsors were ambitious, as it had a population of only 3,164 in 1860, but they were justified by the rapid subsequent growth.

Muskegon county was established in 1859, and was composed of a territory taken from Ottawa and Oceana counties. It took its name from the important river running through it and emptying into Lake Michigan. The name has passed through several variations. Upon the Franquelin map of 1684 the river appears under the name of Riviere des Iroquois, and in the Mitchell map of 1755 as Maticou River. The first act of the Legislature in which the name appears was one of 1837, organizing the township of Maskego. The name subsequently appears in official proceedings as Maskegon, Muskego and, finally, Muskegon. The word undoubtedly is Chippewa and means swamp or marsh, although one authority says it means tamarack. Verwyst says it is a corruption of Mashkigong, at or to a swamp.

Keweenaw county was laid out in 1861 and was taken from Houghton county and included the Manitou Islands of Lake Superior and Isle Royale. The earliest form of this word is found in the Jesuit map of Lake Superior of 1670, Kiouchouaning. The Franquelin map of 1688 has it Kiaonan. Mitchell's map Quieounan, most of the English maps of the eighteenth century following the spelling of Franquelin. Charlevoix's map has Ricanan. The generally accepted derivation is from Ki-wi-wai-ning, meaning a portage or place where a portage is made. Another version is place where portage ends or the canoe is carried back. Haines says it is probably corrupted from Newgwenan, "back again" or from Kewaywenon "going out and coming back around the point."

Menominee county was laid out by the Legislature in 1861 as Bleeker county, but, at the following session, in 1863, changed to its present name. The explanation is that one Anson Bangs, who owned property in what is now Menominee county, then a part of Delta county, but who lived in Marinette county, Wis., was in Lansing during the legislative session of 1861, and for private purposes of his own, without consulting the

people who would be affected, obtained the passage of an act to create the county of Bleeker. The name, as seems not unusual in legislative action in regard to counties—Antim, Ontonogon, Reskkauko, Raykakee and others—was misspelled, as the Dutch name for which this was intended is spelled "Bleecker." Mr. Bangs had married a Miss Bleecker, whose family probably came from Albany, New York, there being a distinguished family of that name located there, and he evidently desired to perpetuate his wife's family name.

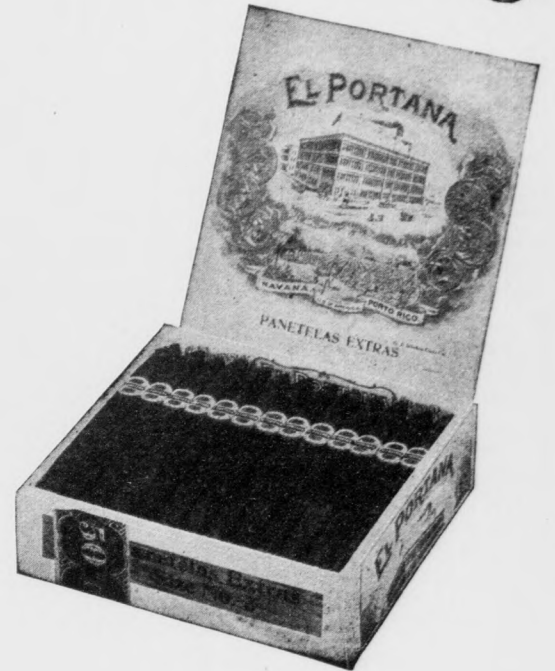
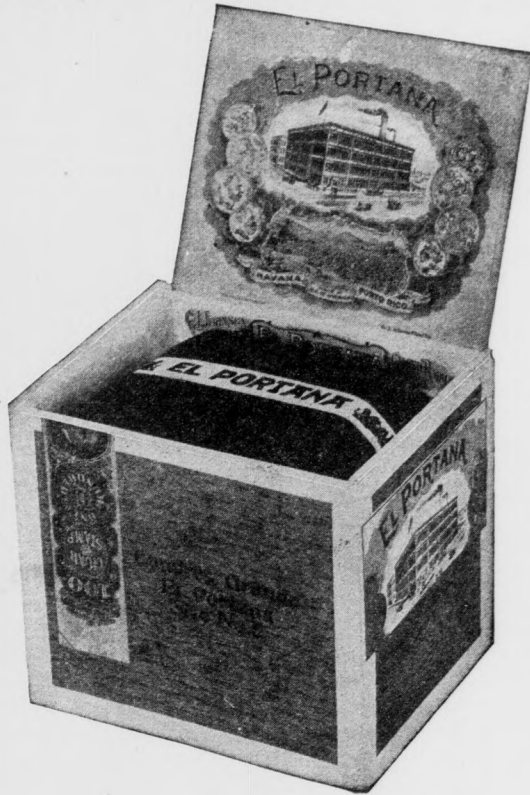
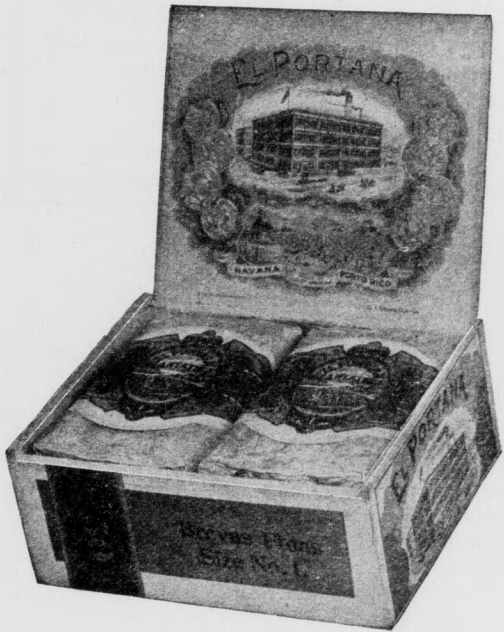
The people of the new county were so opposed to this action, however, that they refused to organize under it, but waited until the next session in 1863, and then sent down Hon. E. S. Ingalls, and had the name changed, and a few other changes made, and then completed the organization. The present name was taken from the Menominee River, which, in turn, derives its name from the Menominee Indians, who lived in that vicinity for over two centuries before their final removal to a reservation in 1850. They were an Algonquin nation, related to the Chippewa, and the word is derived from meno-min, the Chippewa name of the wild rice which grew and thrived in that vicinity and was their chief vegetable food.

At the same session of 1863 the county of Benzie was established, being taken from the lower part of Leelanau county. The derivation of this name is somewhat uncertain. One explanation is that it is a corruption of Betsey, the popular name of the river which runs through the county. The word "Betsey," however, is itself a corruption of the French name of the river, Riviere Aux Bec Scies, which means the river of the saw bill or Merganser duck, and is the translation by the early French travelers of the Indian name of the stream, Uns-zig-o-ze-bee, which has the same meaning.

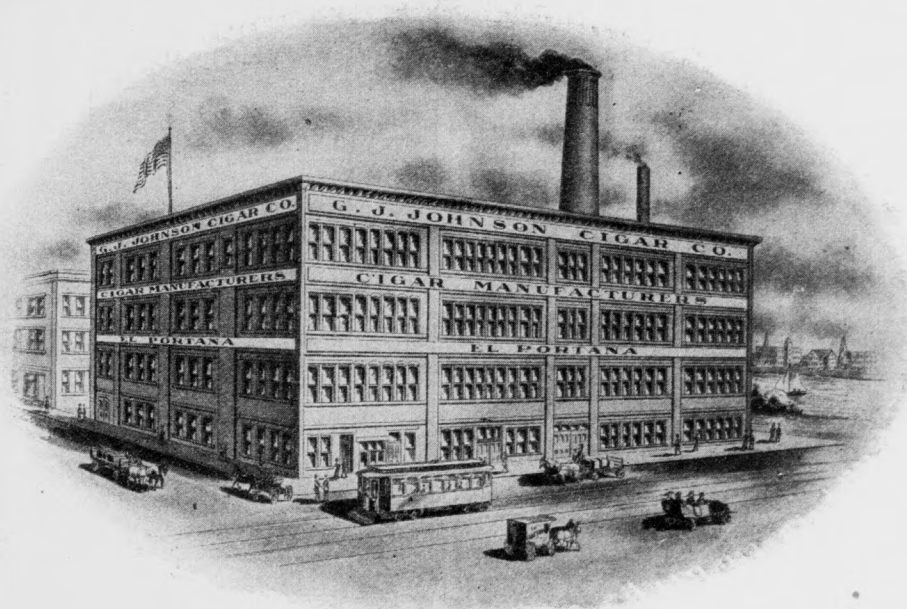
Another and more probable explanation is that it is derived from Benzonia, which was settled in 1858, and was the first county seat. This village was settled by a colony from Ohio and one of its purposes was to found an institution of learning, which was subsequently carried out. The name Benzonia has been stated to be composed of two Hebrew words meaning Sons of Light, or by another interpretation, Sons of Life, and by still another, Sons of Toil, but Professor Craig, of the University of Michigan, says that it is most improbable that the word is derived from the Hebrew, and if it were, it could not have any one of the above meanings. If, therefore, the name was given in the belief it had such meaning, it seems probable that the scholarship was faulty. The county name might have been given as a contraction of the name of this village, the largest settlement in the county or, possibly, as a combination of the first syllable of the village Ben, with the last syllable of the river, thus making Benzie.

In 1867 the Legislature laid out a new county, which it named Wash-

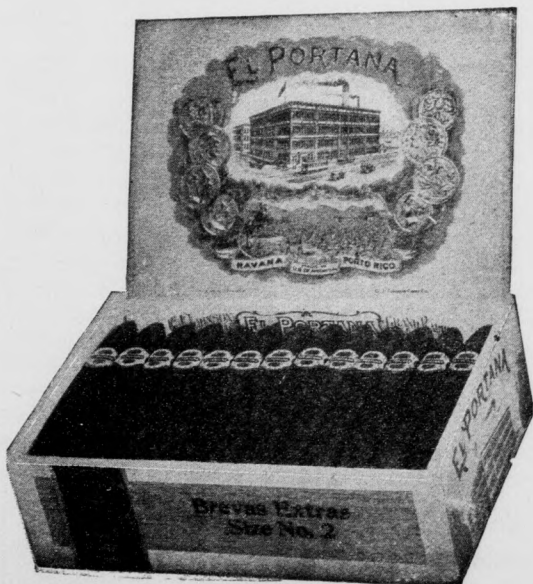
EL PORTANA 5c CIGAR



"In a
Class by
Itself"



Manufactured
Under
Sanitary
Conditions



Made in

Five Sizes

G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



ington. To do this it took that part lying west of Range 26, from the county of Marquette, and extended one mile in width into range 26, to include the city of Ishpeming. This action, in forcibly depriving Marquette of a considerable part of its valuable mining property, naturally did not meet the approval of the people of Marquette and legal proceedings were promptly taken, which resulted in a decision by the Supreme Court in *People vs. Maynard*, 15 Mich., 463, that the act was unconstitutional for the reason that it made provision for but one township, and as a Board of Supervisors was necessary to enable a county to exist, and a Board could not consist of one man, the act must fall, and thus the State of Michigan probably lost forever its opportunity to have a county named for the Father of his Country.

Baraga county was established in 1875, its territory being mainly taken from Houghton county, and was named in honor of Bishop Frederick Baraga, the great Indian apostle of the Northwest. Born in Austria in 1797, he came to America in 1830, immediately began the study of the Ottawa language and in May, 1831, arrived at L'Arbre Croche, the site of a Jesuit Mission, then nearly a century old. After spending two years there he went to Grand Rapids, then was for some years at La Pointe on Lake Superior, and in 1843 went to L'Anse, where he labored faithfully and zealously for ten years and in the meantime composed a Chippewa grammar and dictionary. He was made bishop in 1857 and died in 1868. The State performed a simple duty in thus commemorating his name.

Isle Royale Island, which had been attached first to Ontonagon county when it was established in 1843, then in 1845 to Houghton, and in 1861 to Keweenaw county, was by the Legislature of 1875 made an independent county under the same name. After a precarious existence of sixteen years it was in 1891 disorganized and attached to Keweenaw county.

The Jesuit map of 1670 shows the island properly located and of approximately the right dimensions, the whole map furnishing evidences of great care and thoroughness in its preparation, and much more accurate than any of its successors for much more than a century.

Upon this map the island is named Minong. In the Relation of 1669 Pere Dablon describes the "Island which is most famous for copper and is called Minong. It is large and is fully twenty-five leagues long; it is distant seven leagues from the mainland." The Franquelin maps of 1684 and 1688 show it with substantial name. The first map which I have seen showing the island under its present name is that of Mitchell of 1755.

Many of the English maps of the eighteenth century show two islands, one Isle Royale in the proper location, and another which they call Isle Philipeaux, generally as lying between Isle Royale and Ke-

weenaw Point, although sometimes it is north or east of Isle Royale; and in the Treaty of 1783 the international boundary line runs "northward of the Isles Royale and Phillipeau." Carver, writing in 1766, speaks of Isle Royal. The word Minong is said to mean great island, another explanation being that it means an island which is intersected in passing from one point to another.

The Legislature of 1885 laid out two new counties, Alger, which was taken from Schoolcraft county, and Iron, which was taken mostly from Marquette county and partly from Menominee. In 1891 its boundaries were changed to its present form by taking more from Marquette county and surrendering some to the new county of Dickinson.

Alger county was named for Russell A. Alger, then Governor of the State, who subsequently was Secretary of War under President McKinley, and United States Senator, an upright, capable, honorable citizen and official, to whom great injustice has been done, but was known to the people of Michigan and appreciated and honored by them.

Iron county was named because of its iron deposits, which, although known to exist for some years, had first been adequately explored in 1880, and numerous mines had been opened at the time of this action and is an appropriately descriptive term.

In 1887 the Legislature laid out two more counties in the Upper Peninsula, with the idea of reducing to normal size the very large counties originally there.

Gogebic county was formed from the southern part of Ontonagon county, and was named for the Gogebic iron district, in which iron had been known to exist for many years, but which had been so far from railroad transportation that it had remained entirely undeveloped until a very few years before the county organization.

It seems probable that the word is really the same as the name of the lake which lies partly in this county and partly in Ontonagon county. The name of this lake is Agoebic, which is variously translated. Peter White says it means Smooth Rock. Foster and Whitney in their Report on the Geology of the Lake Superior District, translate it Little Fish. Haines thinks it means rocky or rocky shore. Another derivation is from Gugwageebic, place of diving, while others are from Gogebic, dividing lake, and again, a body of water hanging on high. One authority gives the word as meaning root under which the porcupine hides, or nest of the porcupines, or that possibly it may come from Gagogebic, a free translation of which is Porcupine Lake. In view of the fact that in Chippewa the syllabic means rock, it seems probable that the meaning connected with rock is the correct one. Baraga in his dictionary gives ajibik, meaning rock.

At the same session Luce county was laid out, taken from Chippewa and Mackinac counties and named in honor of Cyrus G. Luce, then Gov-

ernor of the State, who died in 1905, at the age of 80 years. A man of sturdy, practical sense, excellent judgment and devoted to the interest of the people, he had served his State in many capacities, as member of both House and Senate, Governor and President of the State Board of Agriculture.

The Legislature of 1891 was that rara avis in Michigan, a Democratic body. Finding it desirable to establish a new county in the Upper Peninsula, it took part of Menominee, Iron and Marquette counties and established a county which it named Dickinson county, in honor of Don M. Dickinson, who had long been a favorite son of Democracy in the State, was Postmaster General in Cleveland's first cabinet and has been for many years a leading citizen of Detroit and an able and eminent lawyer.

I have not spoken of the counties formed while Michigan was a Territory, which included area not within the present limits of the State, as Iowa county laid out in 1834, and others.

There are at present eighty-four counties in the State, of which thirty-three have names of Indian origin, thirty-one are named for individuals, eleven take their names from other places or bodies and nine have names intended to be of a descriptive character. During the history of the State four counties have been laid out and after a more or less fitful career, have disappeared—Washington, Wyandotte, Manitou and Isle Royale. The Secretary of the Northwest Territory laid out and named one county, Governor Cass named eleven counties; Governor Cass and his Legislative Council, twenty-seven counties, and the Legislature of the State, forty-five counties.

Wm. L. Jenks.

Extensive Graft Suspected.

The zoo lion was roaring about the short-weight meat which had just been delivered at his cage.

"Suffering cats," he exclaimed, "they've been handing us the short rations for over a week. What's the answer, Marie?"

"I'll bet anything, Prince," said the lioness, with typical feminine intuition, "that our new keeper has a wife and a large family to feed!"

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.

JUST LIKE SOME MEN.

The Career of the Hawley House Dog.

Years ago there was a dog that belonged to the Hawley House in Cleveland. It used to be the custom for hotels in those days to have a picturesque dog or a huge tomcat hanging around the office which were part of the furnishings and good will. These old pets were everybody's pets—they seem to have acquired a sense of hospitality from their masters. Dogs, you know, take on the qualities of their owners and haven't you noticed that a grouchy hotel-keeper usually had a grouchy old dog lying about?

Well, this particular Hawley House dog possibly had a plain, old fashioned country bull dog for a mother, and—well, he seemed to be related to every breed of dog in the Sixteenth Ward on his father's side.

Tous was his name and he had a way of picking out the home loving guests sitting in the office and would walk up to them with a grin, stick his nose under their hands, and which seemed to say: "You're away from home with no children to pet, here, pet me—I'm only a dog, but still I like to be petted."

Tous was a gentlemanly sort of dog; that is, he didn't make a profuse use of his tongue nor put his feet in people's lap when greeting them.

Tous had a good deal more courage than size. A street fight with another dog was almost a daily occurrence, and usually a guest or a hotel servant would have to go out and act as peacemaker by pulling the other dog off Tous.

Somehow he would always welcome these separations, even when he was not licked. After getting his wind he would grin, wag his tail and rub his nose against the leg of the peacemaker in a most affectionate way—he showed his gratitude in every possible way that a dog could.

Dogs, while fighting, will use all their energy and most aggressive methods, but it is seldom they will start in again immediately after being separated. They might dance around each other, cast angry eyes, snarl and show their teeth, but, it is always an exhibition of courage, a bluff, rather than a desire to enter the fight again.

So it is with men in industrial and commercial fights. While they are fighting they do so with all their might and main.

Take a lot of men competing in business as an illustration. They will each resort to every method and means of which they know or can invent, they will sit around and condemn the methods of the other fellow because they don't like the fight, but still they must continue, for no man wants to show the white feather, yet they welcome the peacemaker who comes to them in the form of a trust promoter.

The various independent concerns that made up the harvester industry of this country were at war with one another for years. A sale of a harvester to a farmer meant an actual

physical engagement between contesting salesmen with a farmer's wheat field for a battle ground.

The peacemaker to this industry came in the form of the banking house of J. P. Morgan & Company. The actual fighting had stopped long before the various heads of the various industries got together to finally close the deal, but when they all met in the same hotel they began growling, snapping, casting angry eyes and dancing around each other just like the old Hawley House dog.

They all got to growling so loud that the trust promoters separated them by putting them in different hotels, and carried on their negotiations by going from one to the other.

The night the deal was finally closed and the International Harvester Company formed a dinner was given to all that had participated in the new combination and the old independent contestants hung around the promoters exhibiting gratitude—just like Tous, the Hawley House dog, did when a guest or servant separated him in a street fight with an under-the-wagon farmer's dog.

Years rolled on and old Tous got so old that his whiskers became white, his teeth dropped out one by one until he could only gum a bone; his eyes became a milk-like blur just as two gray agate marbles, and he whistled like a peanut roaster every time he drew a long breath.

As Tous' years accumulated his hatred for younger dogs of the neighborhood increased—he seemed to be jealous of their youth. He ran after them in the street and pulled out his few remaining teeth in their flesh and then he gummed their heels.

The attitude of poor old Tous against his younger fellow dogs was a good deal like that of the old business men toward the younger element in a Town Improvement Association of which the writer was a member down in Indiana years ago—and the same spirit exists in the big cities' organizations formed for the same purpose. The old business men seemed to have it in for the younger ones, for they put the brakes on their every measure. You will notice this same spirit in the club, in the lodge and even in large business organizations. The opposition to the younger members seems at times to be nothing short of jealousy for the opportunity, energy and the optimism of youth, but—

The older ones are eliminated by time even although they die fighting youth.

Old Tous finally got so old and unhappy that Dave Hawley, the proprietor, arranged a contract with the slop man whereby his few remaining days would be spent in the country, with a sum each week for his board and instructions that his meat be chopped fine.

Well, one day old Tous saw the last of his haunts from the blanketed seat of the slop wagon—at least everybody supposed it was the last. The newspapers gave him more space on his retirement to country life than that of an old merchant, and with

many a story of Tous' eventful career.

But a few mornings after, as one of the porters was coming to work he found poor old Tous down the street crawling towards home, his tongue hanging out of his open mouth like the meat in a warped sandwich. He picked him up, carried him to the hotel, gave him water to drink, bathed his weary limbs and sore feet and placed a breakfast before him of finely chopped tenderloin steak.

After all these refreshments he was placed in a chair where he could see out the window, but he didn't remain there long. A young dog came trotting along the middle of the street, energy showing through every muscle, tail erect, head high and grinning at the world before him.

Tous, from his place on the chair, gave an aged gurgling growl, got up, cracked every joint as he stretched and ran out into the street, staggering at every step. The young dog barked at him. Tous came a little nearer and got snapped at. Tous made a grab, caught him by the throat and hung on. The young dog tried to get loose by dragging Tous along the pavement, but failing at this he rose up on his hind legs, gave a quick shake and threw the aged one several feet against the curb. Tous got up, gave an angry look, growled, barked, staggered and fell over dead.

He had died fighting youth.
David Gibson.

Had Hopes.

A photographer in an Ohio town was recently approached by a woman, who asked:

"How much for children's pictures?"

"Two dollars a dozen, madam," was the reply.

The woman reflected a moment; then said:

"But I ain't got but nine!"

Cultivate imagination.

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BUSINESS WOMEN.

They Are Crowding Men To the Ash Heap.

"In my opinion," observed the married woman, who was once a stenographer, "man is on his way to the ash heap."

They were lunching together downtown, the married woman who was revisiting her old haunts and the spinster who is still a stenographer because she has never been able to discover Mr. Precisely Right in the throngs of men that pour out of the elevated stations.

"On his way to the ash heap?" echoed the spinster, puckering her brow and suspending the mastication of the English mutton chop she has learned to order for luncheon instead of pie and coffee. "What do you mean?"

The married woman spread a mouthful of bread with butter and ate it in an unhurried manner before replying. Then she leaned forward, rested her elbows on the edge of the table, clasped her hands beneath her chin and began to talk:

"Let me see, how long have I been away?" she began reminiscently. "Nine?—no, ten years. It is ten years since I have seen the old familiar place, and of course I remember it as it was when I left."

"Don't be so brutally explicit," murmured her listener. "Remember that everybody is not married and settled. Time is not a fit subject for polite conversation, anyway. If you must mention it, say 'several years ago' or—"

The married woman looked scornfully.

"Ten years," she reiterated firmly. "Do you know what has happened in that time? Do you realize how everything is changed?"

The spinster seemed to be amused. She was used to the patronizing wisdom of her married friends and had learned to take it lightly. She laughed softly.

Spinster Blind To Change.

"Do I know what has happened?" she repeated. "Well, I think I do. Tons of letters have been received, read and answered. Dozens of office boys have come and gone. The senior partner has developed from a suave, agreeable man of 35 into a corpulent, dictatorial personage of 45 and has just been admitted to the Millionaires' Club. But I go on forever and 5 o'clock does not come any earlier than of yore. It is the same old grind. The change, my dear, is all in your eye."

She resumed her knife and fork and the married woman tried a new tack.

"Do you remember what we used to lunch on in the old days?" she asked innocently.

The spinster grinned.

"Ice cream soda, pie and coffee, or a dime's worth of chocolate eaten during pensive strolls," was her prompt rejoinder.

"Do you ever do that now?" was the married woman's next question.

"Heavens, no!"

"Change number one," said the married woman. "You, who once re-

galed yourself at drug store counters, now take your lunch seriously." She paused, leaned forward and added impressively: "Just like a man. Moreover, you take an hour or an hour and a half to eat it, just like a man."

She paused for breath and then continued:

"Then, too, your office manner is utterly changed. We all used to have a sort of by your leave effect. We knew we were usurpers in man's realm, and we couldn't help showing it. All that, I observe, is changed."

"You act as if you were the captain of your soul, as the poet says. You get up, put on your hat, nonchalantly toss word to the office boy that you will not be back for an hour and a half and stroll out just like a man. In my days it was different. We said: 'Please, sir, by your leave.'"

Privileges Those of a Man.

"Oh, of course, I have privileges," began the spinster.

"That's the point," laughed her friend. "You have privileges just like a man. That's one of the changes I am talking about."

"Well, what has all this to do with your statement that man is on his way to the ash heap?"

"It has everything in the world to do with it," responded the married woman, as she watched the waiter remove their plates and place the crackers and cheese before them. "You see, man is like a person whose attention is being distracted by a hubbub in one direction while his valuables are being quietly and deftly appropriated in another. The suffragettes are beating the tomtoms, but it is the business woman who is doing the Handy Andy act. While they keep his attention fixed upon his beloved vote the business woman is quietly and without any fuss appropriating one after another of his ancient and honorable prerogatives and one of these days Mr. Man is going to wake up to find himself down and out."

The spinster burst out laughing.

"For instance?" she said.

"Oh, there are plenty of instances," was the reply. "What about the bank you were telling me of that is replacing all men stenographers by women?"

"Probably the men have all got better jobs," suggested the spinster airily.

"And I suppose you'll argue that it is for the convenience of men that dear old Main street now has a candy shop right in the midst of the bankers and brokers?" queried the married woman sarcastically. "You do not read the signs of the times or you'd perceive that this part of town, once the most stag spot in the city, has taken on a distinctly feminine aspect."

Another Invader of District.

"In my day we couldn't buy anything more personal than a shoe-string in this part of the town. We had to make a wild rush for the shopping district after office hours and usually arrived just as the stores were closing. And now you can stroll out and buy anything from a pair of shoes to a lace scarf right under the nose of the mighty Stock Exchange,

which is one of the great masculine strongholds, the manniest imaginable.

"It is wonderful and ominous. Why, if these encroachments keep on, in ten years more there will be women on the floor of the Exchange. The gender of the street will be changed."

"I am glad you are so sanguine," said the spinster dryly.

"n...pecechang Hrdflu wy wly un The married woman scarcely heard her, for another contrast had come into her mind.

"Have you happened to notice the subtle air of social equality that has crept into the business relation of men and women?" she asked. "Ten years ago a man might have recognized in a business woman a social equal, but he was rarely bold enough to come right out and show it. Today there are a goodly number of business women who are as socially smart as their employers and are treated with the same frank recognition given to a young man who is making his way in the world."

"There is some truth in what you say," admitted the spinster. "Now that you call my attention to it, I realize that the business atmosphere is a trifle more balmy than it was ten years ago. But I do not see yet what you mean by saying that man is on his way to the ash heap." The married woman swallowed her last drop of coffee and looked wise.

"Ash Heap" Figure of Speech.

"Of course," she explained tentatively, "the ash heap is a figure of speech."

"It's where things go when they are no longer of any use."

Again the spinster nodded assent, but she could see that her friend was getting into deep water.

"Empires rise and fall. Rome, you know," the married woman continued unexpectedly.

A smile was spreading over the spinster's face. "I don't believe you know what you are talking about," was her frank retort.

"When an empire falls it has gone to the ash heap, hasn't it? The world old empire of man is tottering. The woman power is rising."

The spinster drew her watch.

"That is precisely what I must be doing," she said, pushing back her chair. "But I might as well tell you that I do not believe in woman suffrage."

It was the married woman's turn to laugh, which she did long and appreciatively.

"Perhaps you don't," said she as they passed into the street. "But the trouble is that you business women are woman suffrage. It does not make any difference whether you believe or not. You are simply it. While the suffragettes are haranguing you are sawing wood."

"I suppose then," flashed the spinster with some heat, "that it is we who are driving men—"

"To the ash heap," finished the married woman." James Kennedy.

It is always easier to talk of the divine plans than it is to do them.

One of the gravest faults is to be blind to the virtues of others.

A Prank of the Sea.

Some years ago a certain Captain Hodson, afterward an inspector in the Honolulu customs force, had a remarkable experience when the schooner of which he was in command was caught in a storm.

While Hodson stood with the man at the wheel, to see that the schooner was kept ahead of the wind, an enormous wave swept the vessel from stern to bow, throwing the wheelman flat on his face and tossing the captain overboard.

As Hodson was swept over the side into the foaming water the ropes holding a boom broke and let the hook drop to the deck, with one end hanging out over the side of the schooner. A broken rope dangling from this end hit the captain on the head, and instinctively he seized it. The speed of the vessel dragged him along beside her. Presently the vessel gave a tremendous lurch, and her bulwarks went under water, when a gigantic wave tossed the captain aboard again. His presence gave the man at the wheel a terrible shock, for he thought the captain had been drowned. They finally weathered the storm and brought the schooner and her cargo safely to port.

It is thought that this is the only instance of record of a man having been washed overboard and then washed back again.

Test This If You Don't Believe It.

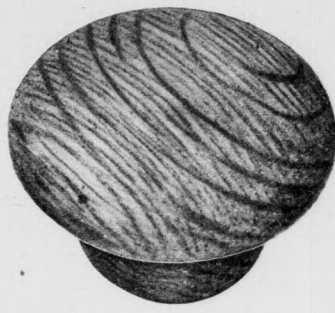
In what form is lead lightest on the scales? A British scientist has attempted to tell you how to make the proof, but it is not the easiest thing in the world either to prepare the pound of lead or place it in position for the proof. He says that making 1,000 small balls of the pound of lead the weight remains the same although the surface is greatly increased. Then reduce the small balls into 1,000,000 balls, with the surface enormously increased but the balls weighing the one pound in the scales. But this scientist says that if these 1,000,000 shot particles further are of an inch each they will rest in the atmosphere just where they are placed. This for the reason that that pressure of light from the sun exactly overcomes the forces of gravitation. To make the lead bits smaller, however, the scientist says that the sunlight seizes them and hurls them into space.

Sprinklers on Wooden Trestlework.

Only a few years ago every traveler in the dry West of the United States was familiar with the red barrels placed over wooden trestlework of the railroads. The barrels on either side were placed outside possible contact with the widest cars, and each barrel of water had its buckets, with which a chance fire might be fought. A more recent precaution consists of a water pipe line fitted underneath the cross ties, with sprinklers adjusted so that in turning on the water in dry times just enough misty spray was forced upward to keep the ties continuously wet. This new device is working on the line of the Klamath Lake Railroad in Oregon.



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HOME AGAIN.

Final Letter From the Tradesman's European Correspondent.

Detroit, June 10—Life out upon the ocean during a trip of a week or ten days' crossing has so much of interest and, at the same time, it is so different from one's home life that we thought it might be interesting to relate the experience of our ocean trip and give some pertinent facts. We have now made three of such voyages since our departure from America, each being for a period of nine days, but as we have written something of the first trip and landing at Antwerp, and made some reference to the voyage through the Mediterranean, touching at Algiers and Gibraltar and landing at Southampton, we propose basing this article on our return journey, sailing from Liverpool to Montreal, with a stop at Quebec for inspection.

Our boat was the Dominion of the line bearing the same name and was smaller than either of the others that we took. It did not have the five spacious decks and floors, nor the fine elevators that were to be enjoyed on the S. S. Lapland—New York to Antwerp; neither did we hear the inspiring strains of music from bands upon the above named boat, nor the S. S. Yorck on our trip from Naples to Southampton, but we did have an exceptionally smooth running ship, twice the number of passengers that either of the others had, and because of this the trip made more about which to write and we have, therefore, chosen it for this reason. This steamer is of the older type, registering less than 8,000 tons, but looks much larger than these figures indicate. We had excellent means of comparison, for as we came to the wharf to embark at 5 p. m. on the evening of May 21 the modern and fast sailing S. S. Mauretania—which, with her sister ship of the Cunard line, claims the honors because of her having made record trips across the Atlantic—was yet lying at our dock, while ours was waiting mid-stream to pull alongside. While each gracefully lay in the water one would not imagine that ours was less than half the tonnage of the other, which registers approximately 30,000 tons.

A great crowd always awaits the sailing of one of these ocean liners and it is difficult to tell what portion of them are going to sail with you, therefore little did we realize what a vast number were going aboard, nor even how many took passage, until we saw the list of same on the boat's certificate. It read: First class, 108; second class, 132; third class, 831; crew, 141, making a total of 1,212. This list of passengers was made up of many nationalities and included English, Scotch, Irish, Welsh, Belgian, Dutch, German, Swede, Canadian and American. It was interesting to see how this mixed multitude would adjust themselves and be entertained while making the voyage.

Some were bound for Northwestern Canada, to cast their lot there and to found new homes for themselves and families. Several mothers, with a large number of children, were

going to meet their husbands who had preceded and sent for them. Some were on visiting tours to friends in Canada and the States. Others were on their return to home and native land. One company of young men, over a score in number, were under contract to the Pacific Cable Co., of London, to man the inland stations as telegraph operators. These were largely Scotchmen and from one of them we learned that a great exodus was taking place from his country (much to the despair of the government) from the port of Glasgow to the Northwest, agriculturists locating in Manitoba, Alberta and other of the grain growing sections of that fast populating region. It did not take long to learn the inclinations of the various ones, after once having set sail and locations were all made. One company, and quite a large one, could invariably be found in the smoking room, drinking and gambling, and having a generally hilarious time. A large number could always be found reading in their steamer deck chairs, weather permitting. Many were inclined toward something in the line of sports, and in this they indulged most every day to some extent. A regular list of sports was run off on two occasions, the first day having men to fill the entries, while on the following day the boys and girls took their turn. The games played were quoit pitching, races, jumping, high kicking and other things, not the least of which was a cigarette race. This consisted of the men running the length of the deck with a cigarette in their mouth, which a young lady in waiting was to light with a match in the wind, thence to return to starting point. The number of burned matches to be found after the race indicated, to some extent, the difficulty their lady friends had in accomplishing their part of the programme. The tug-of-war, with twenty men at each end of a rope, afforded much amusement as they surged back and forth to learn which had the greater strength. A small fee was required from each one who participated and the sum total of these amounts was handed over to the ship's purser, to be given for the benefit and the aid of the Seamen's Homes of Liverpool and Montreal.

Other sums were raised by means of an entertainment consisting of songs and recitations, with instrumental music. This was given on Thursday evening, the fifth day out, and considering the opportunities given for practice and making ready was very well executed. Admittance was by programme, which the S. S. Company had nicely printed, and the charge was a silver coin. The following evening a sacred concert was given, this consisting of music and songs. Here the artists were particularly good and did themselves great credit. These two entertainments netted \$25 for the worthy object in view. Saturday evening was given over to whist playing and the saloon tables were crowded with players. Sunday, on this line of boats, is recognized as the Sabbath and religious services were held at 10:30 a. m. in

the dining saloon and at 3 p. m. on deck, especially for the steerage passengers. Three clergymen were taking passage on this vessel and so it was the good fortune of the passengers to enjoy really good preaching. At each service collections were taken for the same object above referred to and, altogether, the sum of \$50 was raised.

Some funny incidents take place on these ocean trips and we had our share, perhaps. Thursday morning news was passed around that our list of passengers numbered one more, the stork having arrived and left a tiny three-pound girl of German parentage, to one of the steerage passengers. All went well, we learned, the mother and child were both, apparently, in the best of health upon our arrival at Quebec. This is quite different from our experience on the S. S. Lapland, for after landing at Antwerp we learned that it was with one less person than we started. A suicide had jumped through one of the port holes down in the steerage and was lost.

This trip of the vessel was a record one from two standpoints—one in being out three days and two nights in a fog, two days of which was dense. Only once before had she ever encountered more than one day's fog. The other record was in making the best daily run ever recorded for the boat.

Distress signals were heard during the last foggy day, a bell and also some voices being distinctly heard, but after an hour's search nothing

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was discovered. At these times one feels just a bit concerned at what might happen if a collision should occur out in mid-ocean and, also, is somewhat disturbed in his slumber by the fog horn blowing. Some consolation is given those who look at the ship's certificate and learn that she is equipped with twelve life boats of the aggregate capacity, 5,954 cubic feet, capable of accommodating 586 persons; two boats of 241 cubic feet capacity for twenty-nine persons; four collapsible boats for 190 persons. There are also 1,215 life belts and fourteen life buoys. Then, again, the ship is provided with that greatest of modern inventions—the Marconi system of wireless telegraphy, which, because of the connections through other ships and, consequently, with land, makes one feel so much easier in case an accident should happen. The chart showing how connections are established and with what boats and stations they may be made is a very unique and interesting one. It is rather a complex thing to look at, but by a little study one can see that that which is undertaken is to show the various ships' courses by lines drawn crosswise.

The starting point being indicated at the top of the chart by the day of week the sailing was made and at one side of the chart the port from which she sailed, while on the other is any city or station that might be in the same latitude. As an illustration, Montreal and New York are directly in line with one another, as is Quebec and Boston. On the other side, Glasgow and Plymouth; also London and Havre are in the same latitude. Then the reader will understand this chart to mean, perpendicular lines and spaces between, days of sailing; horizontal lines, telegraph stations communicable, and those running crosswise to show the courses of boats sailing these waters.

Communicative distance is about 400 miles at the present time. To care for the comfort and welfare of so large a number of people these boats have to be provided with most of the necessities that one enjoys at their own place of living. For instance, several trained nurses were always ready to answer calls of necessity. A physician and surgeon could be found in an office set apart for the purpose; also a pharmacy in connection. Tonsorial artists and storekeepers were ready at all times for the demands made upon them, and, altogether, one would have but few wants but what could be satisfied by someone of these obliging servants.

One day we became curious to know how the vast number of people on board were living and being cared for and so we went alone on a tour of inspection. Down we went, descending by stairways wide and broad stepped, until we were down below the water line, all of which space has to be constantly lighted, with electricity, of course. Here we were among steerage passengers, and a motley crowd it was we can assure you, revealed partially by the number of languages spoken and heard

when stopping a moment by those gathered about in small groups engaged in a discussion. It was at one end of this deck that we became much interested, for here we found the refrigerators and storerooms for carrying the provisions of the ship. As we looked in and saw the mutton and beef hanging on the sides of these rooms in such large quantities, and poultry from hooks on the ceiling and then saw so much fruit in boxes and barrels, also flour, we sought the chief steward and asked about the amount of supplies taken on board at Liverpool previous to this sailing. He informed us that there had been taken on board 22,000 pounds of beef and mutton, 4,000 pounds of pork, 500 dozen eggs, 1,000 pounds of butter, 120 barrels of flour, 5 barrels of apples, 10,000 oranges, 5,000 pounds of poultry and many other necessary things, but naturally in smaller quantities, as cheese, pickles, jam, etc. We were informed that the furnaces ate up about 100 tons of coal each day in order to make a run of fifteen miles per hour. Somebody who claimed to know said that either of the Cunarders—Mauretania or Lusitania—required double this amount in order to maintain their fast run, which averages about twenty-five knots per hour. On coming up to the third deck or water line we found that some second class passengers occupied the cabins amidship, while the third class, who were much in majority, had rooms at either end. Some of the latter, more especially on the lower deck, were stowed away twenty and thirty in a section, each having a bunk just wide enough to lie upon. It was upon the second deck that an interesting cabin was seen—the hospital, capable of accommodating four patients at one time. One childbirth and one case of measles was the sum total of all that came to it while making this westbound or outward voyage. On either side this entire deck was given up to the second class, and this was furnished very comfortably and was neat appearing. The upper, or first class, was luxuriously equipped with that which one could expect at home, including lounging rooms, smoking room, barber shop and business place, bath rooms, library, etc.

With the description of this our trip of over eight months is at an end. We have traveled over 15,000 miles, one-third of which only has been on land, yet we have seen much, both of an interesting and educational character. We have hopes that in some of the thirty-two letters written each of the readers of the Tradesman have been interested and received some useful information, and with thanks for all courtesies extended as a correspondent we will bid you all a good-bye until our next trip—perhaps.

Chas. M. Smith.

Fine Points of Motoring.

"Algy, have you learned how to run your automobile?"

"Have I? Say, old chap, I can scare a pedestrian half to death and not touch a hair of him!"

An Expensive Telegram.

A Boston traveling man stopping at a local hotel a few days ago was approached by a bellboy with a telegram.

"Dollar and twenty-five cents charges," said the boy. The traveling man glared.

"Well, I never heard of such a thing!" he ejaculated angrily. "A dollar and a quarter charges! I won't pay it! I won't take the telegram! I'll send it back! I never heard of such a thing! Now, who in Sam Hill is sending me a message like that? A dollar and twenty-five cents charges! That's outrageous! These chaps get nervier every day. A dollar and—"

His curiosity getting the better of him he took the telegram from the silver tray and opened it gingerly.

Then suddenly his face changed and he smiled, at peace with the world.

"It's all right," he said to the boy. "Here is your money. It is all right." He turned to the man with whom he had been talking when the message came. "Want to read it?" he chuckled.

This was the telegram:
"Pap's little girl sends him bushels and bushels of love and a hundred thousand kisses and wishes he was here to watch mamma tuck her in

bed and kiss her good-night. Be a good papa and come home soon. Betty."

A Timely Touch.

Ezra—How much did your pleasure trip to New York cost ye, Si?
Silas—Not a durn cent an' I'm a little to the good, by'gosh! They certainly treat a feller white in that town.

Ezra (astonished) — Why, what happened?

Silas—The last day I wuz there I managed to git bumped by a trolley car an' it cost the comp'ny just twenty-five big round dollars to silence my roar!

He best knows his rights who can sometimes give them up.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency



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

THE NATIONAL CITY BANK
GRAND RAPIDS

WE CAN PAY YOU
3% to 3½%
On Your Surplus or Trust Funds If They Remain 3 Months or Longer

49 Years of Business Success
Capital, Surplus and Profits \$812,000
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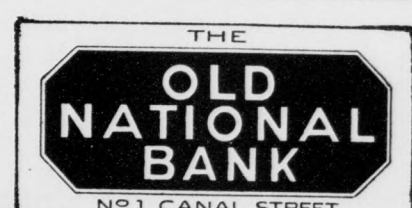
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<p>Our Savings Certificates Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3½% if left one year.</p>		



The "Sample" Shoe Menace To the Retailer.

Written for the Tradesman.

Legitimate shoe dealers throughout the country are beginning at length to realize that they are confronted with a very serious type of competition in the way of so-called "sample" shoe stores, wherein most enticing shoe bargains are proffered the unwary.

It is a well known fact that shoe manufacturers have, from season to season, accumulations of sample shoes which, just because they have been soiled through handling, are offered in job lots at prices far below their actual value.

It may not be so generally known (although the proprietors of the fake "sample" stores are rapidly propagating the fact) that manufacturers' shoe samples are better made than the regular lines. But these cut-rate shoe dealers are not so zealous in publishing the fact that shoe manufacturers' samples run small and in the narrow widths.

Legitimate shoe dealers not unfrequently buy up job lots of bona fide samples to be used as leaders; but they generally advertise the fact that these samples run small and narrow. Samples are always made that way, just because a small, narrow shoe looks better than a large shoe on a wide last; and if a shoe sample is not a good looker it isn't supposed to be in it.

Furthermore, it is quite generally known that all shoe manufacturers have for sale, at prices considerably below their regular prices, accumulations of imperfectly made or damaged shoes. These are called "seconds." Sometimes the defect is serious; sometimes it is so slight that you would scarcely notice it at all unless you are a very close observer.

These two classes of bargain shoes—factory-damaged shoes and shoe manufacturers' samples—may be had by any merchant in the shoe trade; and, as intimated above, legitimate shoe retailers and buyers of the shoe department, in the large city department stores, very often use them as bait. They make good bait; and, whenever and wherever they are legitimately retailed—i. e., truthfully represented—no harm is done. If you have an extremely small foot, or if you have no compunctions about wearing a patent colt blucher that has had one toe "doped up," you can sometimes get a real bargain in a pair of such shoes.

But the trouble is that the proprietor of the so-called "sample" shoe concern does not do this. He

may (or may not) have in stock some bona fide shoe samples; but by his advertising he seeks to create the impression that his lines are composed very largely of such wares. This, of course, is ridiculous to the person who knows anything about latter day shoemaking. You can not have the requisite sizes and widths in any so-called line of sample shoes. But he is pretty apt to have some factory-damaged shoes, of which he can usually secure all he desires inasmuch as the regular shoe merchant does not care to handle such wares.

Growth of Cut-Rate Shoe Store.

The growth of these cut-rate shoe stores throughout the country is little short of marvelous.

I recall very distinctly the beginning of the first "sample" shoe store in my college town. It was a Southern town of about thirty-five thousand inhabitants. We had several first-class shoe stores in that city at the time; and I remember that we all looked somewhat askance when Vaughn stole in quietly and hung up his big sign across the sidewalk, which could readily be seen two squares down the street: "THE SAMPLE SHOE STORE." To me it was distinctly a new thing under the sun—although I suppose there were "sample" shoe stores in other cities before Vaughn started up in our town.

Nobody seemed to pay much attention to Vaughn at first. I presume other retail shoe merchants in the community prophesied speedy bankruptcy and all that sort of thing. They usually do. But Vaughn plugged on. By and by he began to advertise in the newspapers; at first timidly and tentatively, but presently in a very bold and conspicuous manner, considering the time and locality. I should say he was by all odds the best advertiser in that community in those days. And his windows were always replete with so-called bargain shoes. He was an out and out cut-rater, and business must have grown in a very encouraging way, for Vaughn increased his stock, put in new store furniture and fixtures, and in a very few years made himself a most formidable rival to the established shoe dealers of that college town.

I was at that time a college boy and didn't know shoemaking from Adam's off ox; but I did know that Vaughn seemed to have a penchant for smart lasts—some of them, as I recall, were extremely "smart," if not "ultra" and "freakish." But you can't bluff a college boy, especially if there's a local freak-shoe-craze on, as happened to be the case in that town

at the period of which I speak. We college boys got to trading with Vaughn. I suppose we paid enough for the shoes we got. But we did not care so much for wear-features as for looks; and Vaughn had the sort that looked swagger.

Since those days, however, I have seen many "sample" shoe stores in other cities and in various sections of the country. And people who have latterly interested themselves in gathering some statistics with reference to the volume of business done by these cut-rate shoe merchants have revealed a situation that is appalling. It begins to look as if practically one-third of the total merchandising of shoes in this country is done by these cut-rate people. There is hardly a town of any size

and importance where there is not one or more of these fake bargain shoe stores.

Why Appeal Is Made.

Cupidity—the desire to get shoes at the lowest possible price—is the one motive to which these "sample" shoe merchants appeal.

They are very skillful in ringing the changes on this alleged feature of their service. They can sell \$3 shoes for \$1.98 (or thereabout); they can sell \$3.50 and \$4 shoes for \$2.29 or \$2.49; they can sell \$5 and \$6

The Best Work Shoes
Bear the Mayer Trade Mark

MICHIGAN SHOE COMPANY

Wholesale

SHOES

AND RUBBERS

146-148 Jefferson Ave. DETROIT

Selling Agents BOSTON RUBBER SHOE CO.



Easagos

Easagos are the most comfortable knock-about Elk shoes made in Michigan. They are made in blucher or bal cut in black or tan.

They are that perfect and ideal combination of flexible glove-like softness and extra hard wear in such great demand by the people who do lots of walking in our fields and factories.

Our trade mark on the sole guarantees the wearer just this sort of comfortable shoe satisfaction.



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

shoes for—oh, well, say anywhere from \$3.25 to \$3.98. If anybody says: "I wonder how!" they say: "Samples," "very slightly damaged shoes—but just as good as any—our superior buying facilities—we were fortunately in a position to pick up an exceptional bargain in a certain Eastern market," etc.

"But surely the public does not believe that!" you exclaim; to which I reply, "Most excellent Festus, the public is only too glad to believe that—swallow it down zestfully, delightedly and thoroughly. The public is looking for the unexpected and the impossible—at least a very sizeable percentage of the public is. Let any cut-rate man in most any line under the sun break into the ranks of your local merchants; let him get busy in the public prints; maintain a well located, fairly decent sort of a place—and see what happens. Do you think you have got your trade cornered, clinched, tied to you with hooks of confidence? If you so think, I think you've got another think coming. For just this isn't the case. You'll be surprised at the sober old stagers who cut loose and flock to your cut-rate competitor. And for why? For the dear coin's sake."

In the matter of footwear especially I am disposed to think the average citizen is apt to be just a little penurious. On some personality-commodities he is willing to spend with a lavish hand. But when it comes to buying shoes he wants to get them cheap. If you spring the price of a pair of shoes just a little to cover increased cost and higher price of living, etc., nine times out of ten he can not see it and raises a howl. Maybe, he is saving money on his footwear expense account to buy an automobile. We are such inconsistent mortals. Lavish in certain respects; penurious in others. There are men who positively cringe every time they spend 25 cents for a pair of lisle thread hose or a pair of hose-supporters or a pair of silk laces, who, fifteen minutes later walk into some cigar store and buy a \$3.50 or a \$4.50 box of cigars. And there are men who will buy an inferior shoe for \$3 rather than add an extra dollar or a dollar and a half and get a pair that would look ever so much better, fit better and wear twice as long. If you ask me why this is, all I can say is that it is human nature.

With such sources of wares at their disposal as these cut-rate shoe merchants have, and with this thing that we call cupidity so stubbornly and universally present among shoe-wearing bipeds, you have the conditions which give rise to the fake shoe store. Unquestionably they are in the field with a vengeance. They are out after business. And they are getting it. Don't you think for one moment that people of your community are too wise to be caught on bait of that sort. Don't you imagine for one moment that they are going to have any grave doubts about the ability of your fake merchant to make good his claims. They'll just take the claims at full face value. And he'll get business.

Dangerous Competition.

Of course it must be apparent that this is the most dangerous type of competition. Legitimate merchants in the various lines realize that they are, perforce, competitors. Modern merchandising is strictly on the competitive basis. There is inevitably a fight—a struggle in which the fittest alone survive and the weaklings go down. But the fight is supposed to be conducted on open-and-above-board lines. There is a code to which the legitimate merchant is willing to subscribe. But not so your fake shoe merchant. He's a free-lance, an interloper, an Ishmaelite. He knows no law; and he refuses to be handicapped by any scruples about comity, equity and brotherliness; he's out after the business, and the other fellows be hanged. If in the getting of it somebody is incidentally "stung," no matter; there's a sucker born every minute and the man who perpetually advertises for lambs to fleece will be kept busy shearing.

In view of this situation, the gravity of which is only just now beginning to appear, shoe retailers everywhere are beginning to ask: "What is going to become of us? How shall we check the insidious inroads which these people are making upon the business of our respective communities? Must we, too, take to duplicity? Must we quit the field and permit our 'sample' store competitors to have the field all to themselves?"

Stories of bankruptcy are traced to this class of competition in the retail shoe trade. Other merchants who haven't as yet been forced to the wall admit that they are feeling the effects of this competition. Some of them are having a hard time weathering the storm. And they are very anxiously in the market for a means of deliverance from the fake "sample" store menace.

Confessedly it is a grave situation. The Only Apparent Remedy.

It has been said that the factory-damaged goods, or "seconds," which these people buy from shoe manufacturers, can very readily be withheld from these fake merchants; and legitimate shoe retailers are beginning to express themselves in no uncertain sound upon this point.

"Why," they ask, and not without reason, "should the shoe manufacturer sell to some cut-rate merchant in our community a bunch of 'second' with which to kill or seriously cripple his regular wares?" Of course it is wrong, and the manufacturer who does it ought not to be surprised if he loses both the good will and the business of his customer in that community.

Consequently retail shoe merchants are beginning to agitate this question; and it is to be hoped that they will very shortly be able to shut off this very considerably source of supply for the fake bargain man in their town.

But it is doubtful if this class of unfair competition can be controlled by manufacturers. For instance, one of these fake bargain merchants in our city (and the only one we have, thank goodness!) just recently advertised a very exclusive high

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.



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



grade shoe for men's wear, which regularly retails at \$4 and \$4.50, for \$2.85. The regular merchant who handles that line sent out and bought a pair of them just to be sure. They were "seconds," of course; but with them the cut-rate merchant was in a position to deceive the very elect. How did he get them? That is what the legitimate merchant, who regularly carried the line, wanted to know. So he wrote in for information. They sent on a man to investigate the charge, for this is a very conscientious concern. And after some sleuth work on the part of this party he traced them to a little shoe jobber in a near-by city.

Relief must come from the retailers themselves very largely. Of course the manufacturers are willing to do anything within their power; or if they are not as yet persuaded in their own mind to lend a helping hand, they soon will be; for there is going to be a terrific hue and cry over this fake shoe business.

But the first measure in combating this unfair competition is for the local retailers in the shoe line—I mean the legitimate dealers—to get together. They can combine in some carefully wrought-out publicity programme looking to the enlightenment of the public. They can circularize their communities with literature on the rise, progress and methods of the "sample" shoe merchants. They can carry on an aggressive newspaper campaign. But extreme tact and much sanity ought, by all means, to characterize such advertising. There must be no seeming persecution; for that would inevitably rebound. Our sympathies have a way of going out to the under dog although we are not unmindful of the fact that he has a large streak of yellow in him and really needs a thrashing. So this method, although the only remedy in sight, must be used with extreme caution.

If the exigencies of an acute local situation can actually get the shoe merchants of a community together, perhaps after all the fake shoe bargain man will not have wrought in vain. But the fact stands out like a pike staff against a clear sky that local shoe merchants will not be able to turn a peg in the suppression of this nefarious competition until they do get together. Cid McKay.

The Right Place.

An anxious father got wind of the rumor that his son was leading a convivial life at college. But the son denied the charge in letters to his father. Still unsatisfied, the father made an unexpected visit to his son's lodging place and giving the bell a manly pull was met by a grim-faced landlady.

"Does Mr. J—— live here?" asked the father.

"He does," replied the landlady. "Bring him right in."

None get on the heights with the divine who are not on the level with men.

It is better to learn to still the spirit within than the storm without.

Legislation Against Fraud Needed in Every State.

There seems to be a general impression that there is plenty of law to prevent the extravagantly fraudulent oral and printed misrepresentations of values so freely indulged in by the cut-price shoe stores, but that such laws are "dead" through non-enforcement.

In order to ascertain what legislation, if any, had been enacted in the various states on this subject. The Shoe Retailer submitted the matter to counsel, with the following result:

Question: "What states have passed laws making it a misdemeanor or crime to represent the value, or quality, of merchandise offered for sale at retail? Also, what states have laws making it an offense against the law to misrepresent, or to make untruthful statements in newspaper advertisements?"

Answer: "No state has passed a law making it a criminal offense to misrepresent the value, or quality of merchandise, except in the sales of food, drink or drugs, which are governed by food laws enacted by Congress. The sale of other merchandise by false representation, however, can be punished in practically every state as an offense against the common law. It is clearly the obtaining of money by false pretense. As to the second question, only one state has adopted a law making false advertising a criminal offense. That is New York State, but even there the law is not enforced. False advertising, however, can be punished in the same way as sales by verbal misrepresentation, viz.: as a false pretence."

This entire absence of statutes prohibiting petty frauds, as practiced by the cut-price shoe stores, will no doubt come in the nature of a surprise to many of our readers.

We wish to draw attention to the fact that the remedy, as above indicated, which is a suit to recover damages for obtaining money under false pretences, or an action under the statutes of frauds, is wholly inadequate either as a means of satisfaction to the defrauded party, or of stopping the fraudulent practices of the cut-price shoe stores.

The amount involved in the sale of a pair of fraudulent shoes is too small to warrant a suit for damages. Because of this, and the absence of any penalty to prevent a constant repetition of the fraudulent practices, the reprehensible proprietors and managers of these bargain shoe stores can, and do, continue their bunco game with impunity.

What is needed in every state is a statute that shall make either oral or printed misrepresentations of value in the selling of merchandise an offense punishable by arrest and fine or imprisonment.

Our attention has been called to a bill which is to be introduced in the legislature of Minnesota intended to prevent fraudulent advertising, and aimed principally at mail order houses. This bill entirely ignores the oral misrepresentations, as practiced in cut-price shoe stores, and such stores could entirely evade the proposed law

by confining their advertising to such few legitimate samples or countermands as they might secure and then apply their oral misrepresentations to the sale of the large volume of fake sale lines which they handle.

With local and state associations of shoe retailers formed and in active operation, it should be comparatively easy to secure the enactment of laws that would prohibit gross oral or printed misrepresentation of values in the retailing of merchandise, as is now practiced by the cut price shoe stores, and retailers associations could see that such laws were rigidly enforced by their proper officers or agents, bringing all offenders into police court as often as necessary.

We do not think such legislation should apply to the public press, as the press should not be expected to determine whether an advertisement is genuine or not, but the burden of responsibility should rest on the advertiser, as well as the responsibility for oral misrepresentation made by the agents or servants of the proprietors. If legitimate shoe dealers really desire to curb the activities of the cut-price shoe stores here is a most important work that should be begun at once.

The legitimate shoe retailers should organize and get to work. The time to organize is now.—Shoe Retailer.

Sizing Up a Customer.

If there is any one place where Pope's thought, "the proper study of mankind," applies, that place is in a retail store, and the retailer or clerk

who fails to make a close study of human nature is certain to find that most dealers of his acquaintance in the same line of business are forging ahead of him, and at a pretty rapid rate, because they do.

It is because most people are different that salesmanship in a retail store is more than a mechanical act. It is impossible to treat every customer from the same viewpoint, and the salesman who makes good and whose slips at the end of the week show the largest sales at the most profit to the store is the salesman who has realized this fact and treated each and every individual according to his analysis of the temperament of each customer.

To be sure, we all make mistakes, but it is only the thoughtless person who will make the same mistake twice. It is not worth while to try to convince a really obstinate customer that he or she should not purchase the kind of shoes asked for (although this may be the truth), and it is also unwise to air one's knowledge of footwear to a customer who either knows or thinks he knows all about shoemaking, fit, style, etc.

And so it goes. The peculiarities of each customer must be observed and considered in making a sale, and the salesman who is really trying to make a success of his work should not overlook this important factor.—Shoe Retailer.

There's money in most any line, provided you know how to push the line.



The Woman Who Wants \$2.50 Oxfords

Just because she strikes your store with nineteen cents and two hair pins and a torn postage stamp and a recipe for removing freckles and the door key and one of Ella Wheeler Wilcox's poems, a piece of gum and a plugged Canadian quarter in her pocket-book, it's no sign that she doesn't really want the kind of oxfords she asks you for—when she says, "I want a pair of

Gloris Oxfords

and Miss So-and-So got a real stylish pair for \$2.50," it's your cue to give her just what she asks for. Gloris Oxfords were made for that woman and she knows it. Gloris Oxfords are shipped same day your order is received—no waiting to make up sizes.

HEROLD-BERTSCH SHOE CO.

Makers of the Famous

H B Hard Pan and

The Bertsch Shoe Lines

Grand Rapids, Michigan



VARIETY VS. BIG STOCKS.

Which Is Better For the Profit Making Merchant?

How much must I save in price to justify me in laying in a season's supply of a line or in buying a quantity of any article?

In other words, how much is my money worth to me?

The reply a retailer gives to those questions determines, in a most striking manner, whether he belongs to the Old School or the New School.

We are not surprised that men whose heads are gray, whose business methods were fashioned twenty, thirty or forty years ago, should be slow to read the plainest lesson of the times.

The strange thing about retailing to-day is that so many merchants who are young both in years and in spirit should stick to Old School methods and thus prefer a lean profit to a fat one.

After all, the question is one of simple arithmetic.

A general merchant whose business is sound should turn his stock at least three times in the year and should earn at least 8 per cent. net on gross sales.

A variety merchant ought not to be content to turn his stock under six times nor to earn less than 8 per cent. on sales.

But if you, Mr. General Merchant, turn your stock three times and earn 8 per cent. each turn, your money earns you 24 per cent. per annum.

And to you, Mr. Variety Merchant, if you turn your stock six times and make 8 per cent. each turn, your money is worth 48 per cent. per annum.

How, then, can you afford, for a paltry 3 or 6 per cent. saving to tie money up in surplus stocks?

For the amount invested in surplus stock, if put into other goods not now handled would earn you three dollars where they now earn you one.

Surplus stock has no effect on sales. You will sell no more of an item by having two dozen on the shelf and ten dozen in the storeroom than if you had simply the two dozen on the shelf.

But if you had taken the money now idle in the store room and invested it in five other articles, the same investment and the same room would have enabled you to sell from six items instead of one.

Surplus stock multiplies risk. Stale, mused, faded, shopworn goods are never worth what you paid for them. The larger your investment per item the greater the depreciation.

Impelled by your enthusiasm, the first few dozen of a quantity purchase go out with a hurrah. Then the speed slows up. Before the last dozen is gone you hate the sight of the goods and probably chop prices, so your fancied saving is no saving at all.

Take a lesson from the policy of the great department stores in the big cities. With all their millions, their instructions to department managers lay stress on keep-the-investment-down in a way that would sur-

praise most retailers who do their own buying.

Each department head is allotted so much capital. Within that amount he must make as good a showing as rival stores make and must show a gain every season.

Surplus stock is frowned on. The management wants goods on the shelves, not in the warehouse. They both preach and practice the quick-turn policy. They are ruthless in the matter of overstocks.

And, Mr. Retailer, what is the jobber for if not to carry your surplus stocks? If this is not his mission, what is he in business for?

It is the jobber's plain duty to gather goods from all markets and hold them in open stock until you are ready to buy and to sell them at prices so "right" that you can make a just profit.

Let your jobber carry your surplus stock and you will have the money and the room to carry the variety your people have a right to demand and by so doing will discourage in them the habit of sending away to the retail mail order houses for goods they can not find at home in proper variety.

The roadman who seeks to beguile you into tying money up in surplus stock is no friend of yours. Nor is he a friend of his house, for in the long run what is good for you is good for your jobber.

Why does a Variety store earn more net profit in proportion to investment than any other type of store?

Why is a well run department of 5, 10, 25 cent and other priced goods in a general store a better profit-earner in proportion than any other stock in the store?

Because of the quick turn. In such a stock are included only popular priced, quick-selling articles. Each item is bought in single dozens, a given number of hundred of thousand dollars are made to cover the largest possible variety, and every dollar of the investment is on the turn all the time.

An investment of two hundred dollars more or less in Variety goods has been to literally thousands of general merchants an object lesson in relation to quick turn and net profit. Not only has the department been profitable in itself, as well as a good advertiser, but it has shown that the principle of minimum-quantity-maximum-turn applies equally to all parts of the business.

We are so sure that Variety is a better policy than quantity, that in the foregoing we have taken for granted you get a better price when buying a gross of an article than when you buy a dozen.

As a matter of fact, shrewd roadmen very often get more money for goods in original package lots than the same articles are quoted in this catalogue in open stock.

The lure of "factory shipment" or "direct importation" often charms buyers out of the habit of vigilant comparison which alone insures rock bottom costs.

When, once in a while, you can get elsewhere a gross price more

than a little under our dozen price, keep tab on results and see if in the long run you wouldn't have made more money by sticking to the Variety policy.

No merchant has fully tested the profit possibilities of his store until his stock is as nearly as may be free from stickers and surplus.

Once get on the firm ground of a clean stock, all quick-moving goods, ever-increasing Variety, and no money would hire you to venture back

into the old quicksand. — Butler Brothers Drummer.

Valuable Assistance.

Teacher—It seems strange that your marks are so low. You get help at home on your school work, don't you?

The Pupil—Oh, yes. Pa's always telling about how he used to lick the teacher, and ma's continually laughing about the lies she used to tell when she was caught playing hooky.



Figures Won't Lie

A Good Merchant

<i>In account with Himself</i>		<i>Cr.</i>
SOLD		
1 can Private Brand Baking Powd.		10c
Cost		6 1/2 c
		3 1/2 c

60% Profit

How many merchants can figure their profits like this? And yet figures speak plainly and truly. Do you know that the man who makes most on the goods you sell is the man whose name appears on the package. That's a fact—figure it out for yourself.

Why don't you have your name put on some of them? We'll print labels for you and furnish you with

Your Own Private Brand Baking Powder

Instead of paying for advertising the other fellow, you can reap the benefit.

RETURN THE BLANK and we'll show you how.

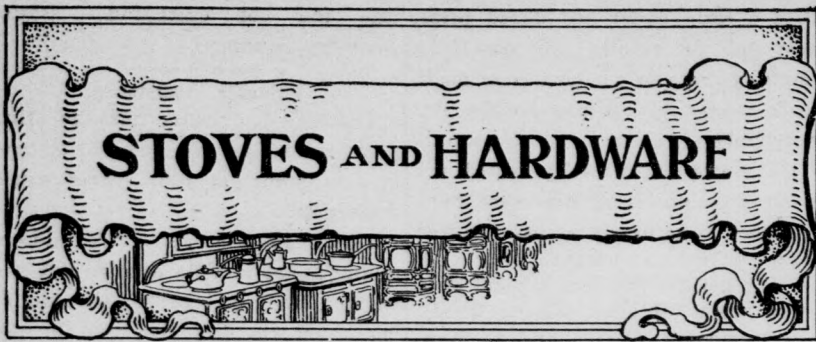
**Wabash Baking Powder Co.
Wabash, Ind.**

WABASH BAKING POWDER CO.,
Wabash, Indiana.

Gentlemen—I am sane, safe and systematic, and always out for the dollar. Should like to know how to make 60% on my sales. Send information—I am ready to be shown.

Name _____

Address _____



Increasing the Sale of Paints and Brushes.

As a result of extensive advertising, manufacturers of mixed paints have practically doubled or trebled the sales possibilities of merchandise of this kind within the last few years. In other words, they have been conducting an educational campaign that has induced thousands of men and women to purchase paints and brushes for the beautifying of their homes.

Accompanying sales of paints, brushes will almost invariably be sold, the latter being very active sellers and consequently good profit makers for the retailer, because very few women, or men for that matter, understand the proper care of a paint brush after it has once been used.

Thus, due to the amateur painter's lack of knowledge in this regard, the latter is forced to purchase a far greater number of brushes in proportion to the amount of work accomplished than would a professional.

Brushes generally sold for the household, instead of being worn out, are almost invariably destroyed by the user's lack of knowledge as to the care of them. A woman after finishing a piece of enameling will in about nine cases out of ten lay her brush aside uncleaned, only to find that later when further use is to be made of it the enamel has so hardened it as to make it, so far as she is concerned, useless. This, of course, means the sale of another brush, and sometimes two or three brushes may be thus purchased to a single can of paint.

The ever increasing employment of hardwood as a flooring in the home forms an excellent source of revenue for the retailer of brushes, floor oils, stains, wax and other preparations.

In fact, the sales possibilities of the combined articles under this classification are undoubtedly sufficient to warrant the store in either securing a regular salesperson having a general knowledge of the various subjects, or to devote the necessary time and expense to the instruction of at least one of the present salespeople in the department.

A paint and brush section can be installed with a comparatively small financial outlay, and the space necessary in which to make a sufficiently representative exhibit is of barely any consequence.

The wrong way to establish such a department, however, would be to stock and sell the paints to inexperienced users who will make failures and then fight shy of paint ever after. Another bar to progress would be the selling of unsuitable brushes—

too coarse a brush for a medium grade of work or one too fine for coarse work.

These little pointers can be readily picked up by the salesperson and will prove the life of any department—the latter standing as instructor to the customer regarding the use of the paint.

The most logical way to accomplish this end would be for the seller to ascertain from the purchaser exactly what sort of work is to be done with each quantity of paint sold, and in cases where the customer is on the point of attempting the impossible, advise some other course.

The use that a purchaser intends making of paints and brushes bought will frequently lead to sales of additional items in the way of paint removers, alcohol, turpentine, fillers, etc., which can be determined by the salesperson's superior knowledge and suggested.

Neither paints nor brushes will become shopworn readily, consequently there is no loss to be figured from this standpoint; but, of course, it is always advised to purchase the paint in limited quantities, thus keeping the stock fresh in appearance and avoiding a detrimental sediment which comes with age in some grades and colors. As a matter of fact, it would not be amiss for the salesperson to suggest in connection with every sale of paint that the purchaser stir it well before using, employing a small piece of wood.

A side line which could be appropriately carried in connection with paints is stencil outfits, consisting of brushes, stencils, and dyes, inks and paints, for the ornamentation of fabric materials used in the household, such as draperies, pillows, curtains and similar articles.

The stenciling fad is also one that is being boomed through magazine advertising and by special writers in women's publications, so much so that it has already reached quite a stage of popularity.

A store, by establishing itself as headquarters for stenciling outfits, will undoubtedly find that its sales of brushes and paints will be materially increased thereby. — Southwestern Merchant.

There With the Goods.

Floorwalker—Yes, sir, this department store is a regular city in itself.

Skeptical Stranger — Yes? Then where's the health department?

Floorwalker—The hospital is on the top floor—we cure you while you wait, sir.

Stickers.

Stickers—that is a term that finds more familiar use with the hardware trade than with most other retail business. Groceries do not often last long enough to get out of date and the dry goods merchant usually buys in such small quantities as to be on the safe side, but every hardware merchant finds that sooner or later he has goods on his hands that are just a little out of date, have not proved popular, or for some other reason he is unable to dispose of.

Dead goods he must get rid of as best he can. Usually they can not be sold at a profit, but sold they must be so that their places can be taken by other stock, and they must go—keeping them year after year means constant loss on your investment and space utilized that should be fitted with more up-to-date goods. Lose money if necessary, but sell them you must.—Western Trade.

Things To Remember.

That in business it is most essential to keep your word, even in small matters.

That it is not wise to be afraid to venture for fear of making a mistake.

That hot words are certain to be followed by a coolness—perhaps lasting a long time.

That you can't expect to be tricky and not have your clerks get the habit.

That it is wisdom to join a retail dealers' association, but folly to think such an organization is going to accomplish much good unless you fall in line and do your share.—Irish Ironmonger.

A bright, snappy newspaper advertisement—one that gets right down to the inevitable hardpan of bona fide selling talk—is the kind that pays.

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.

Charity Clearing House For Business Men.

It is universally held that a pleasant face, a sunny disposition and a general good-natured appearance are the most valuable assets any merchant can possess. There have been cases where impractical and inefficient business men succeeded solely by reason of their hale-fellow-well-met disposition, but at the same time a man must be able to say no at the right time or his good nature may prove his undoing.

We have in mind a young merchant engaged in the jewelry business, with a fine location, good trade, excellent prospects and every reason in the world why he should succeed. Yet he failed—because he could not say no to the solicitors, beggars, mendicants and various other propositions requiring only small amounts, but aggregating a substantial total.

It is a hard proposition. A man who wants to succeed needs all the trade he can get, and when a representative from some church calls and asks him for a little aid toward a new organ for the Sunday school, or to help pay for the cement walk around the minister's home, or to purchase a Christmas dinner for a few hundred more or less deserving poor families, the much tried merchant faces a proposition.

If he turns the solicitor down he will lose trade, for while some of the requests for donations once from people who have no influence, a vast majority of the donations are asked by wealthy citizens on whose trade his bread and butter depends. To incur their displeasure means reduced business, to respond to every call spells ruin. Thus it will be seen that Mr. Storekeeper must possess a very fine-pointed perception to distinguish between the worthy and the unworthy.

Now it is our humble opinion that the business men should organize some sort of a central bureau to pass upon the merits of these various donation propositions and fake advertising schemes. A kind of charity clearing house where the meritorious requests could be sifted from the fakirs, listed and acted upon by the several merchants.

In this way we believe the business men could save a great deal of money, to say nothing of the annoyances and inconveniences of investigating personally the propositions continually coming up for approval. We believe that with something of this sort in effect for a time, many of the fake advertising schemes would be squelched in the embryo. The plan has been tried in several Western cities, and it works.—Commercial News.

Electric Fan Useful in Kitchen.

The ordinary use of the electric fan, especially in the kitchen of the household, often is limited in summertime for the reason that windows are open and the stirring of the fan invites inward rushes of air that dampen the ardor of the modern gas flame.

A novelty in this line is a small fan, placeable at a window only slightly raised and which at a touch either will blow fresh air inward or

draw the exhausted air of the kitchen out of doors. Many good cooks and housewives overlook the enormous quantities of oxygen that are needed to keep half a dozen gas burners going. In the cold of winter, where the temperature of the kitchen is comfortable, suddenly the occupant recognizes a sense of suffocation not traceable to the heat.

It comes of the exhaustion of the fuel oxygen in the room. Suddenly to raise a window high up, a draft that is cold and which probably flickers the gas flames is uncomfortable. It is here the electric fan, driving the exhausted air through an opening in the window, brings the fresh air in from a dozen crevices.

Effect of Smoke on Bridges.

When a locomotive is making speed against a grade with its full complement of cars and tonnage behind it, the blast from the smokestack may attain almost explosive force. But regardless of how many pounds dead weight might be blown from the stack, its corrosive and heat effects in passing under bridge and viaduct structures have been under careful study by engineers.

The "Cotton Farm" bridge in Boston was built in 1896 with a clearance of only fifteen feet above the line of the Boston and Maine road. The floor of the bridge was supported by hollow tile arches, resting upon flanges of steel "I" beams. These steel beams were protected by heavy lead plate and above were rendered rust proof by cement ties. In ten years the locomotive blast had eaten into the lead sheathing and into the tiling to such extent that much of the coating fell to the ground and all of it had to be torn out.

At another point in Boston is a bridge spanning the road where locomotives in one direction take a heavy grade in passing. The height of the clearance is eighteen feet, while the bridge has only wooden stringers. On the up grade end of the bridge, where forced blast is necessary, the stringers are eroded and burned to a depth of a quarter inch; on the down grade end, damage is not noticeable. The judgment of the engineers is that eighteen feet clearance allows of a cheaper bridge and a longer life to it than the more costly structure at the minimum of fifteen feet.

The Shark in Commerce.

Products obtained from the shark are both numerous and valuable. Shark fins furnish a jelly that makes a delicious soup, if one may credit the statements of those affecting that delicacy. There is an excellent market for this jelly wherever Chinese are to be found.

The shark's liver gives a splendid clear oil excellently adapted for the lubrication of the parts of watches, clocks and fine guns. This oil is held in some quarter in as high esteem as is the oil obtained from porpoise and dogfish liver, long claimed to be the finest of animal oils.

Shark skin is of much value. It is of a beautiful burnished gray or bluish color, and at first glance looks like finely grained leather by reason

of the tiny prickles plentifully set one way. There are so many of these prickles, quite invisible to the naked eye, that the effect afforded the dried skin is one of rich beauty, a quality that makes it particularly valuable for the manufacture of shagreen. It is employed for many decorative purposes.

Even the bones of sharks are useful. The spine is in constant demand by the manufacturer of curious walking-sticks. They pass a thin malacca or steel rod through the polished and round vertebrae, and the result is a cane that sells for a high price. The shark-spine stick is a great favorite in Germany.

More men fail from fears than from foes.

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotype Department and are in a position to give the purchaser of electrotypes the advantage of any of the so-called new processes now being advertised. Our prices are consistent with the service rendered. Any of our customers can prove it.

Grand Rapids Electrotype Co.

H. L. Adzit, Manager Grand Rapids, Mich.

CONCRETE MACHINERY



Attractive Prices
Catalogue "M. T." explaining everything mailed free.
Power Drain Tile Machines
Power and Hand Mixers
Stone Crushers
Block Machines
Brick Machines
Sill Molds
Architectural Molds
Cement Workers' Tools

MODERN Hand Batch Mixer
Universal Concrete Machinery Co.
100 West 4th St., Waterloo, Iowa

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.

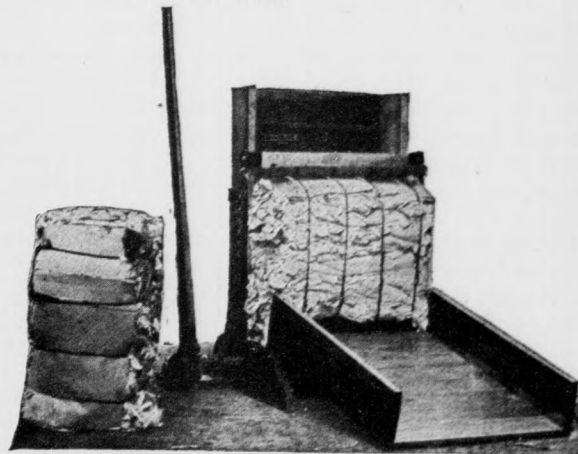
New Invention Just Out

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.

OUT OF STORE HOURS.

Merchants' Interest in Their Clerks' Amusements.

Written for the Tradesman.

Sometimes it is a question if the imitation dudes of small cities are doing their duty at the matinees. Last Sunday, at a town on the Michigan Central, there were not more than fifty of these insects lined up along the edge of the walk to see the girls pass out of the theater.

It does seem that a town of 25,000 ought to turn out more imitation young men than that to stare at the girls on a sunny Sunday afternoon. If there is such a thing as a society of imitation dudes, this matter ought to be taken up there and discussed.

These amateur dudes were doing their part, but there ought to have been more of them. They were low-browed, impudent of face and assertive in manner, and most of them had cute little cigarettes hanging down from the under lip. Some of them had light spring overcoats and some had little rowdy-looking hats. Where one had a new tie, the overcoat was thrown open to exhibit it.

They blocked the walk and stared at the girls until their escorts felt like punching them in the jaw. They were cheap dudes, but they were doing their best to make themselves obnoxious.

There ought to have been more of them in a city of that size, because, if there had been a few more, the fire department might have been called out to give them a good wetting down. Or the escorts might have turned in and rolled them in the mud.

There was one especially impertinent ignoramus. He pointed at the girls and grinned in their faces. He stood on a corner where a whole row of pretty faces filed past him, and his look and manner were insulting in the extreme.

Two young girls came along, near the end of the procession, and the little pup decided to make a mash right there. He smirked and lifted his hat, and stuck his lean little elbow toward one of them. The girl looked up with a frightened start and sized him up. He pushed his elbow out farther.

Then the pretty girl took it. She took it in her left hand and advanced her right palm. You might have heard that smash half a block. The pink palm struck that cheap imitation of a man on the cheek and left a red mark there. The girls passed on as if nothing had happened and the dude had business across the street.

The other dudes laughed at him—that is, they giggled, like little sissy boys, and gave him advice in silly words. At the next corner the girls entered a neat electric brougham and were driven away.

Now, if there had been only one act to this drama in dude life you would never have been troubled with it, but there were three. The architect of this article saw two of them. The third is hearsay.

This young apology for a man clerked in a dry goods emporium. It

is a nice store, the one where he worked, and the manager is a man who will not stand for any foolishness on the part of his employes. His trade is the best in the city, and he prides himself on giving perfect service to customers.

The next morning the manager, standing in the front door for a moment, saw the two girls who made their first appearance in act one entering. He went forward and gave them the glad hand. The young ladies belong away up in the upity-up coterie, and manage to spend in dry goods and things about all the Old Man can accumulate out of a profitable iron business. Therefore, the manager was glad to see them.

The girls were after silks and the manager walked down to that department with them. When they got there they both stopped and looked the clerk over. The clerk turned a sickly green. When he saw the girls with the manager he wished he had not tried to make a mash on them the day before.

"Why, Nell," one of the girls said, "there it is!"

"Surely," replied the other, looking the clerk over from crown to heel, "and it appears to be alive!"

The manager looked from girl to girl, from each to the clerk, whose face now looked almost yellow.

"It really is alive!" the other girl said.

Then they both turned to the manager.

"What is it doing here?"

"Can it really talk?"

The dudelet had business at the other end of the department.

"Call it back," said one of the girls. "I want to see the cute little part in its hair. Where did you get it?"

The manager wondered if the girls were going mad. He looked to the clerk for an explanation, but the imitation man was busy with his stock.

"Come, Nell," one of the girls said, "we must be going."

"But I thought you wanted to look at the new silks," said the manager.

"Not with that in the store," said Nell, pointing at the dude.

"Certainly not with a creature like that where he can speak to one," added the other.

The girls walked toward the front of the store, and the manager walked with them.

"There is something about this that I do not understand," the manager said. "Is it something that clerk has done?"

"It doesn't matter," was the reply. "We are not here to find fault with your employes, but we simply will not trade in a store where a weakling like that is employed. Good morning!"

"Wait!" said the manager. "I don't permit customers to employ and discharge my clerks for me, but if this is not a desirable one I ought to know it. Will you kindly tell me what the trouble is?"

"We did not come here to complain."

"But this affects the business of the store, so you ought, in all fairness, to tell me what the trouble is."

Then the girls told him what a cute little imitation dudelet his clerk was out of working hours. The manager looked grave.

"I'm sorry we have such a man in our employ," he said. "There is no knowing how many ladies he has driven away from the store. If I had not chanced to meet you this morning I would have lost your custom and never known why."

"Oh, this is not the only place of business where such people are employed," said one of the girls. "We meet them every day. There are a lot of such imbeciles who make it a business to ogle and insult girls on the streets."

"Well," said the manager, "I'm going to discharge this chap right now, and if you ever see one of my employes doing anything like that just let me know. I've not built up this business by hard knocks to have it tumbled down by impudent young cubs who think all the girls are in love with them."

No one witnessed the touching interview between the manager and the dudelet. The manager told about it afterward.

"I suppose the dude said, when called into the office, 'that those girls were kicking on me.'"

"No," was the reply. "They refused at first to tell me what the trouble was. They were leaving the store because you were here."

"They're fresh," said the clerk.

"Never mind the girls," observed the manager. "Tell me if it is your habit to make up as a masher and stand around the theaters and hotels looking for some pretty girl to insult."

"I can get girls enough without picking them up on the street," was the surly reply. "I don't have to stand around theaters and hotels to get acquainted with girls, not much!"

"Yet you are in the habit of standing around such places, and in front of cigar stores, and in front of hotels, staring at girls as they pass by?"

"Well, I can't stay in my room all the time I'm not in the store. Besides, I don't think you ought to take

any interest in what I do after working hours. I earn my wages here and what I do outside does not concern you."

The dudelet saw that he was in for discharge anyway, and thought

MOTOR DELIVERY

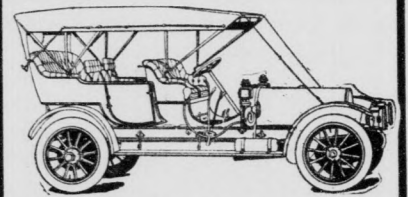
McIntyre

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.

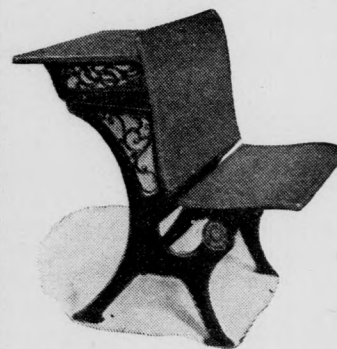
Catalogue on request.

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

he would say something he could repeat to the imitation men he associated with.

"That is a theory that was exploded long ago," said the manager. "It used to be the thing to say that an employer couldn't interfere with his employes' amusements. It is a bit of foolishness that is not worth thinking of now. If you work for me and do things out of hours that drives customers away from my store, I ought not to have you here at all.

"Just so far as your conduct affects the reputation of the store, it is my business what you do with yourself after working hours. Besides, a young man who will go into the masher business has no business in a retail store. He is too cheap, too vain, too impudent, to wait on customers. Now, you go to the cashier and get your pay, and if I ever see you ogling girls on the streets I'll make complaint against you as a common nuisance."

Now there is another barber-shop, hotel-corridor, cigar-store, theater-lobby young dude out of a job. He still hangs about his old resorts, but will soon be pinched by the police as a nuisance. When asked why he "left" the store, he will permit his cigarette to droop a little lower from his pendulous under lip and say that the manager tried to dictate to him what he should do out of working hours!

What an old, old, exploded old, complaint that is! Alfred B. Tozer.

The Clerk's Vacation.

It does not matter much how many employes an employer may have on his pay roll, and it is not over important just how long they have been in his service, they all have the right to expect a vacation during one of the next few months. They have worked for your interest and it needs more than their weekly monetary compensation to promote their efficiency during the remainder of this strenuous year.

There seems to be little or no excuse for the merchant who grants his employes a leave of absence and then refuses to pay them for the time that is spent away from the business. Some merchants request their help to take two weeks off in the summer and either give them no money at all or pay them only for a portion of the time. If these dealers would realize how the employed regard treatment of this sort they would soon change their policy and be more zealous of the good will of those who are big factors in the success of their enterprise.

People who exert their efforts in behalf of an employer are of two distinct types: One who works for Saturday night to come, and the other who conscientiously works every day for the growth and success of the business. The former class of employes may be treated in one of several ways. They may either be "shipped," or they should be converted into the latter class. This last method of dealing with the help proposition is deemed to be the more advisable, as all persons are more or less in-

clined to favor the "looking out for number one" theory.

There is nothing that will gain the good will of salespeople quicker than liberal treatment when the vacation question is being considered. It is the one big time when the merchant has an opportunity to display his gratitude for the work of his employes who are asking for a few days relief from the hot city and the turmoil of business routine.

Many department stores consider the vacation problem from the standpoint of the length of time that the employed has been in their service. But it has always been found to be the best policy to only grant the same length of vacation that can be consistently paid by the firm. This applies to small retail stores as well. —Shoe Retailer.

Extravagance and Improvidence.

We have apparently gone crazy about spending money and every time some one of us thinks up a fresh way of getting rid of it we sit up and lament loudly the increased cost of living. As some one has aptly put it, it is not the struggle to make both ends meet that is consuming our time and energy; it is the constant endeavor to make those ends meet and tie in an elaborate bowknot. The universe would hold together just as well if the ends just met, but that would not do for us at all. We want to think of some way to spend about one-third again as much as we have and then lay the blame to the tariff or the trusts or some other conveniently remote cause.

It would be interesting to hear the comments that would be made if some of our grandfathers could come to life for a short time. What would they say to see their descendants sneaking in as if they were ashamed to eat a dinner of perfectly good food, well served, but only costing about 50 cents? Would they lay this sort of performance to the tariff? Not they, Grandfather would say: "I did as much work as John is doing for half the salary and saved money on it. I was comfortably clothed and housed. But I wasted no time in trying to see if I couldn't look like a multi-millionaire and act like a fool." And grandfather would be right.

The whole trouble is that deep down in our inner consciousness we know just what the trouble is. We know we are extravagant and improvident. That is why we try to blame the tariff and the world in general for what we have not the honesty to confess is mostly our own fault. Some day we will wake up and the cost of living will come down with a bang. We will then be on a more solid foundation and will not have to worry because the automobile is running around with yesterday's flowers in it. —Fibre and Fabric.

Some Wonders of the World.

The man who will work without being watched.

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

Lend a man money and he will return for more.

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.



Successful Salesmen Are Composites of Character and Training.

It really makes little difference whether a man sells goods on the road, over the counter or by mail—he is open to the same suggestions, training and results. For that reason the following will be most interesting whether or not you belong to any of these classes:

The day of the born salesman is past. There was a time in the business world when scientific training for men on the road was practically an unknown thing. Then it was thought that the firm wanting a first-class salesman must go in search of a man who had the inherent qualities that made him a natural seller of goods. Such men are few and far between. Hence, money, time and possible customers were lost through the mistakes of "would-be" salesmen, who were tried out, only to fail.

But the business man now has a new conception of what a salesman ought to be. He knows the qualities essential to successful salesmanship and in building up his force does not go only after men who already possess those qualities, but he looks for the embryo salesman, the man capable of development, of training—the man who has a basis upon which the technical requisites of salesmanship may be built.

How a Salesman Is Trained.

In the making of a salesman two courses of training are necessary: the specific training that is given him by the house and the training or course of development through which the intelligent salesman puts himself.

The course in house training is specialized according to the line of goods the salesman is to handle. If he represents a wholesale concern handling an entire line of goods he will first need to acquire a thorough knowledge of all of the articles he is to sell so that he can talk with customers intelligently of qualities and prices. Naturally this requisite will include a knowledge of the goods of other firms so that he will be qualified to make comparisons and meet the frequent objections that are sure to be put forth. Much more extensive, however, is the training required of a salesman who is to handle some special line of goods, such as a complicated piece of machinery or an article of office equipment. In preparing for this work the man must pass through a long and carefully-laid-out course. When he has been picked by the sales manager as having the proper foundation and the right stuff in him, he is first sent

to the factory to learn the mechanical construction of the machine he is to sell. This part of the course lasts usually from four to six weeks. During this time he learns by seeing with his own eyes exactly how the machine is made—he knows the "why" of every part—he learns how to adjust it, to demonstrate it, to repair it and if he also becomes a skillful operator his equipment is so much the better. Next in his course comes the training in sales talk. He is furnished with a selling manual which outlines for him, step by step, the process of a sale—the book is also practically an encyclopedia of facts regarding the machine; it describes the demonstration, it presents all the sales points of the product and teaches him how to meet each objection.

In addition to mastering the contents of this book, he is given verbal instructions by the sales manager and is required to go through the process of a sale, treating the sales manager as a prospective customer. During this entire course, the new salesman is unconsciously absorbing enthusiasm for the product he is to handle. He becomes thoroughly convinced of its superiority and is then qualified to defend it when he goes forward alone to battle with competitors.

But while the salesman has been fitting himself in this special course provided by the house, he has also been making himself more efficient by developing his own personality. The scientific salesman whose heart is in his work realizes that in order to succeed in the present-day struggle of business competition he must possess both physical and mental endurance. He realizes the necessity of so training his intellect as to increase his own ability, to give him greater confidence in himself. He will make a scientific study of human nature, of the men he meets, their types, their temperaments, motives and habits; he will recognize the necessity of handling each man he meets in a slightly different way, according to the demands of his customer's personality.

Having acquired, first hand, a thorough knowledge of the goods he handles, he now recognizes that he must learn the most effective way of presenting these goods to each prospect. In order to do this he must analyze his position and then arrange the selling points in proper sequence and in such an appealing way that the mind of the prospective customer follows step by step and is gradually filled with the interest and enthusiasm which the salesman intends to convey.

Broader than all this, however, the scientific salesman realizes that business-building is more important than business-getting—that the reorder is more important than the order; that his work must be pleasing and satisfactory to the buyer if the sale is to result in permanent profits to both parties. The man who is technically qualified for his work and is broad enough of mind to appreciate these vital principles to salesmanship, will soon prove himself indispensable to the house he represents.

Salesmanship Indispensable.

The salesman was born at the birth of trade. Business-doing is impossible without some sort of salesman or some action which stands for salesmanship.

The customer, whether he be the jobber, the retailer or the consumer, may know what he wants and he may know, also, that he can not live or do business without buying something of somebody; yet, for some reason, or rather for lack of reason, he may not order his goods, or he may buy less of them, unless somebody solicits his trade.

It would appear to be an unnatural condition of business that makes it necessary for the buyer to be told what he should buy, rather than to do it of his own volition; but whether it be so or not, this condition still maintains. The selling of practically everything, even counter goods, is a direct or indirect result of solicitation. The soliciting drummer, or salesman, is one of the foundation stones of commercialism.

The successful salesman is a natural trader; that is, he is fond of trade. Without this natural capacity more than ordinary success is impossible. But this natural ability is worth little unless it be developed by experience and persistency, that everlasting persistency, without which ability has little commercial value. Then, he must understand the goods he sells and be in close touch and harmony with the policy of the firm he works for. While a few salesmen of great selling capacity are able to sell goods without an intimate knowledge of them, a close familiarity with the goods, even with their manufacture, is a selling essential.—Traveling Man.

Where Was Landseer?

Among the interested spectators at an art exhibition in New York, were two young fellows, evidently of rural origin, whose attention seemed to be especially attracted to a canvas entitled, "Two Dogs; after Landseer."

As the two studied the painting they seemed perplexed as to one particular. Said one young man:

"Bill, I kin see the two dogs, but where is Landseer?"

Whereupon the other continued his close scrutiny of the painting.

"Tom," said he, finally, "I've got it. This is one of them puzzle pictures I hears so much about."

Do you carry a notebook? If you don't get into the habit. It is a good thing to have around—the notebook, I mean—when a bright idea strikes you.

A Base Imposition.

I had registered at a village inn on Long Island to stay over night, when the landlord came out to me on the veranda and said:

"I hope you won't be offended, sir, but can you identify yourself as the man you claim to be?"

I showed him a number of letters that I happened to have in my pocket and satisfied him in other ways, and then he said:

"You see, I was taken in and done for three weeks ago and I didn't propose to have it happen again. A chap came here slinging on a heap of style, and some of our folks said he must be captain of a baseball team. I didn't want to ask him about it, but I gave him the bridal chamber, a table to himself and I had extra things cooked every meal. I took a New York daily on purpose for him to read, and I sent up there for lobsters and other things, and I just spread myself to make his stay pleasant."

"And wasn't he grateful?" I asked.

"Well, I don't know about that part of it."

"Then there was another part?"

"You bet there was. When he got ready to go I shaved his bill down, took him to the depot for nothing and two hours later found out that instead of being captain of a baseball team he was only the Lieutenant Governor of the State. You seem to be all right, and I guess you are; but they don't play that trick on me again."

Frank Stowell.

The manufacturers of trademarked and branded goods ought to shut down on the mail order people who use their wares as baits. They should do this for their own sake as well as for the regular merchant's. If they do not they will lose by it in the end.

"The Smile That Won't Come On"

They all wear it in some hotels,
The moment you step in

Hotel Livingston Grand Rapids, Mich.

you see the word welcome written
across every face.

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.

TOWN BOOSTING.

Compiled Statistics Gathered From Twelve Different States.

From statistics gathered in twelve different states from the Secretaries of commercial clubs in answer to a list of questions, the following facts have been obtained showing wherein the weakness is apparent in the commercial club organizations.

The list of questions were submitted to towns in the Central and Middle West and Southwestern states, both in factory towns and agricultural communities. Among the list of questions submitted were the following:

What is your busiest day?

What is your duller day?

Are the merchants live advertisers?

Are goods sold close, or on good margins?

Is there good feeling or sharp competition among the merchants?

Have you ever tried to boost the town?

What methods were used?

With what results?

A composite answer obtained from a list of about 500 returns shows the following conditions: Saturday was the busiest day, while Monday and Friday were the duller. The merchants were not live advertisers. Goods were sold too close. Competition was very sharp with only fairly good feeling.

Efforts had been made to boom the town generally by factory funds or subsidies and the general result was pronounced a failure. The main fault was that the apparently good feeling among the merchants was on the surface only.

They gathered in a meeting not for the idea of advancing the town generally, but simply to see that their competitor did not get an advantage. They were fertile in promises, but unfruitful in action.

In one town in Indiana, where a Secretary had written there was extremely good feeling, upon personal investigations, it was found there were three separate and distinct organizations, a commercial club, business men's association and a credit exchange. Practically every business man belonged to all the organizations and each organization was fighting the others, while individually the merchants were fighting each other.

Still in another town, a plan to locate factories was evolved along the following lines. They raised a fund of \$5,000 and were to build a factory possibly 100 feet square and advertise the same for sale or rent. Then when the prospect was brought to the town, the club did not expect to sell or rent this factory, but try and persuade the prospect to either buy ground or build another one. Instead of taking what they already had in the town and getting together along business lines and co-operating, they were reaching out in a thousand different ways to encourage outsiders.

Most towns are moderately progressive. Their business varies from year to year from good to dull. Now if these towns would simply let outsiders know the many good things

the towns possess in the way of advantages, as the citizens know them, business would become more brisk. If they would only realize that if they get control and influence their own home trade, the trade that rightfully belongs to their town, if all their home town people and home county trade would spend their money in their town, it would not be long until they would figure how to increase forces instead of cutting them down.

A good way to get every business man in a town interested in the town-advertising movement, would be to meet regularly, thrash over the local situation, have a good dinner occasionally, invite some good advertising or successful business man from the outside to come in and tell how the town looks from the outside. Have them wear their Sunday clothes which were bought at home, sit down to a dinner served by home people, smoke home-made cigars, have a jolly time for an evening, exchange opinions with their neighbors and competitors and then go home and tell their wives how glad they were to live in the best town on earth with the best woman on earth and get busy, good and early, helping their town and helping themselves.

Raising money in a small town is a question that confronts the commercial club. With so many classes to deal with and the petty jealousy and competition that exist, which is always more noticeable in the town of 5,000 than in the town of 10,000, the commercial club has a hard task. Not alone is it disagreeable and involves a lot of work to get a man to contribute \$20 to \$100, but no matter how well the money is spent, there are always some who will never feel satisfied. Instead of a town conforming to a plan, the plan is generally subservient to meet the whims of everyone, thereby destroying its best force, i. e., unity. In larger towns and cities business men, as a class, are more liberal and they will work better together and will conform to the plan, thereby increasing its effectiveness by uniform concentration.

In the organizing of a commercial club, it is well enough to select old heads for the President's office and Treasurer's office; but the Secretary must be a "live" young man and the directors should be composed of the younger business element. Make all the preliminary organization with a view of getting all of the business men interested, putting them on as a directorate or assigning them important committee work, thereby awakening interest and securing the greatest possible co-operation from each and every one. Don't play favorites. Give every one an equal and fair deal, but avoid luke-warm members and knockers. Drop this kind and have a compact organization of boosters. Ten buzzers will do more than 50 drones. Have the officers and directors meet every week with the Secretary and go over and keep in touch with the situation. The members should also have regular meetings. See that each member gets a

personal invitation and a reminder until he "gets the habit."

In one town in the Central West, when the question of town advertising was broached, the club's Secretary remarked that "they did some advertising." When asked along what lines, he said that "they inserted large display advertisements in their home papers, headed with 'Blankville will be 50,000 in 1910,' and that every citizen was compelled to wear a badge bearing that slogan for one month." This was in 1908, and the town had a population of 12,000. At this writing, the town still has a population of 12,000, and they say that town advertising does not pay.

As in commercial life, where the "live ones" have forged ahead with the powerful aid of publicity, so does the city or town that puts its faith in the greatest of all modern forces—"printers' ink"—Dry Goods Reporter.

Joy From Within.

The great lesson to be learned is that happiness is within us. No passing amusement, no companionship, no material possession can permanently satisfy. We must hoard up our own strength. We must depend upon our own resources for amusement and pleasure. We must make or mar our own tranquility. To teach them this is the preparation for life which we can give our children.

The National Association of Millinery Traveling Men in annual session at Cincinnati listened during its convention to an impassioned appeal by the Vice-Mayor of that city in behalf of smaller hats for the women. The speaker urged that the present prevailing fashion crowds people in trains and trolley cars, interferes with the enjoyment of those who attend the ball games, prevents parishioners from seeing the preacher in the pulpit and works innumerable hardships, disadvantages and impositions to the general public. The traveling men themselves would not be averse to a change, because they have to have trunks so big as to take a flat car to accommodate them if they are to carry samples of all their wares. Furthermore, this particular style works hardship to the wearer. The manufacturer and the retailer have to be paid for the extra material, and, moreover, the purchaser also has to pay for the increased cost of transportation, which, in the aggregate, amounts to quite a little. It is earnestly urged that in some way it ought to be possible to change this widespread fashion. Until that is done the ladies will continue to buy and wear this mammoth headgear and will continue to inconvenience and discommode all those who of necessity have to walk or sit near them.

A Flint correspondent writes: The Durant-Dort Company has completed arrangements for the annual conference of the company's traveling salesmen throughout the United States, to be held here July 6, 7 and 8. The three days programme includes a number of entertainment features, beside the usual business sessions. About thirty salesmen will be present.

Co-operation in Salesmanship.

The merchant or manufacturer, the salesman and the advertising man, are the essential parts of a trinity, which, when co-operating harmoniously along the lines of common understanding, make a unity in success. To this basis organization must be added vision and faith in order to achieve the desired results of every business; the constant increase of output and decrease of expense. Intelligent faith and sound confidence will remove the mountains of selling and subdue the kingdoms of competition.

I have nothing in common with that familiar type of salesmanship which boasts that it can sell anything from gopher holes to blue sky, although I will admit that there are some selling geniuses who can for a time at least pretty nearly make good this promise. The only salesmanship I know anything about, personal or impersonal, is that which offers good sincere faith in the selling institution. Such faith backed up by rational liberty on the part of the house; understanding of an ability to meet and stimulate desire on the part of the advertising man and conscientious follow-up on the part of the well equipped salesman will mark the highest achievement of selling activity.

Francis H. Sisson.

Big Ben in Need of Tuning.

There is discord in the bells of the House of Parliament and it is protested that this is not in keeping with the progress of science. In a Royal institution discussion it has been stated that, taking the nominal tones only, Big Ben and the third-quarter bell are perfect octaves, as they should be. The first-quarter bell is twenty vibrations sharp; the second-quarter bell, eight vibrations sharp and the fourth-quarter bell is slightly flat, not more than three vibrations. The humming and the striking notes in all the bells are never less than a semi-tone—sometimes a whole tone—sharp or flat. In the last ten years great improvement has been made in the tuning of bells, and it is urged that the national bells—which could be tuned for £1,200—should be the best.

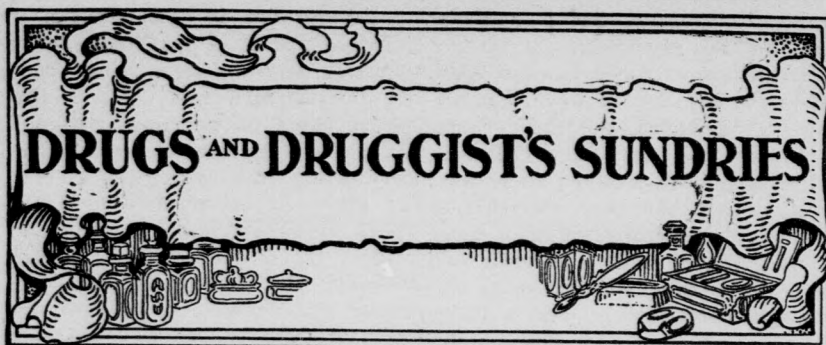
The Weight of One Dollar Bills.

Most persons would be surprised to learn that one dollar bills are worth almost their weight in gold.

A twenty dollar gold piece weighs five hundred and forty grains. Twenty-seven crisp new one dollar bills, fresh from the Bureau of Engraving and Printing, weigh the same as the gold piece.

Bills that have been in use have been tested and it has been found that it took but twenty-six of them to balance the gold piece. It follows, of course, that the used bills gather an accumulation of various matter in passing from hand to hand that causes them to take on additional weight equal to about that of one new bill.

Don't demand a chart and compass, a diagram and a prospectus; fix your optics on the objective point and work out the lesser details as you are on the road.



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.

Useless Preparations in the U. S. P.

M. H. Fussell, M. D., Philadelphia, in a valuable paper read before the Section on Pharmacology and Therapeutics of the American Medical Association at its last annual meeting, discusses the products of the U. S. P. from the standpoint of the practitioner of medicine. He believes that the following should be expunged.

Acetum opii; acetum scillae; acidum nitrohydrochloricum dilutum; berberis; calamus; calendula; calumba; chimaphila; chirata; cinchonidinae sulphas; cusso; cypripedium; euonymus; geranium; guarana; infusum pruni virginianae; krameria; lactucarium; lappa (burdock); leptandra; lupulin; mastiche; matico; matricaria; mezereum; pareira; phytolacca; sabal; sanguinaria; stillingia; xantholin.

Mixtures which should be relegated to the National Formulary are Cataplasma kaolini; confectio sennae; elixir ferri, quinae et strychninae phosphatum; emulsum olei morrhuae cum hypophosphitibus; extractum colocynthidis compositum; fluidextractum rhamni purshianae aromaticum; glyceritum ferri, quinae et strychninae phosphatum; infusum sennae compositum; liquor antisepticus; mistura rhei et sodae; pilulae aloes et ferri; pilulae catharticae vegetabiles; pilulae laxative compositae; pilulae podophylli, belladonnae et capsici; pulvis acetanilidi compositus; syrupus hypophosphitum compositus.

Adulteration of Food Still Common.

Drug and food adulteration are infant industries which have grown up with the country. Despite the pure food laws, a most considerable amount of adulteration is still remarkably common. Pepper adulteration is most ordinary. Ground peas and beans may be found in black pepper and celery seed may be adulterated with 40 per cent. of powdered

rock. In coffee and chocolate preparations roasted chicory, cereals and peas with the coffee and starchy materials and cocoa shells with the chocolate are used.

In artificial jellies, jams and some kinds of confections various thickeners are used, among them gelatin, starch, agaragar, gum tragacanth and gum arabic. Some of these are difficult of detection, while others can be readily identified. The microscope has been most useful in running down certain classes of food faking. A simple microscope can detect foreign seeds, gravel or powdered rock that has been mixed with whole small spices. And for the examination of products which are made up of small particles, such as flour, ground spices and powdered drugs, there are used compound microscopes ranging from 50 to 400 diameters.

Potato starch adulterated with corn starch, wheat with corn flour and buckwheat with wheat are examples of adulterations that are easily identified. The alleged olive oil used in salads is often cottonseed oil and such substances as burnt sugar, cayenne pepper, acetic ether, tannin, crude cream of tartar and French plum juice are frequently imported in brandy and whisky.

German Turpentine Substitutes.

The American Consul-General at Hamburg writes as follows: The manufacture of turpentine substitutes in Germany is proceeding with considerable activity and commercial success, this technically prepared turpentine being obtained by the distillation of heavy petroleum from Borneo. It has been stated that the ordinary light American petroleum is not available for this purpose, but it would seem as though the grades obtained in Texas and California, and perhaps elsewhere, might yield results comparable to those obtained from Borneo oil.

Dr. Eibner, of the Royal Technical High School in Munich, in reporting the analysis of one of the well-known substitutes, thus recapitulates the essential point in regard thereto: The sample transmitted corresponds sufficiently with the requirements of the modern substitute for turpentine oil in regard to boiling point, specific weight, and flash. It secures the solubility of resin and products of resin, nearly coming up to American turpentine oil, so that the differences to manufacturers of varnishes are scarcely noticeable.

Keep the glass of your display window clean isn't enjoined in Holy Writ—but it pays just the same.

Just Ask the Suburban Druggist.

Pity the poor suburban druggist! Just because he is the most obliging man in the world he is asked to do everything in the world. The housewife living in his community stops at the drug store on her way down town and has the druggist button the back of her dress. The neighbors are so busy, she explains.

One druggist located in a Western suburb explained the presence of eight or ten cats in and around his shop by throwing up his hands in a hopeless gesture and exclaiming: "It is no use. I can not stop them from making me presents of cats." Some few months previous a woman patron living near by had desired to get rid of a particularly handsome cat that had joined the family without an urgent invitation. Noting that the corner druggist lacked a cat, she insisted on making him a present of hers, and for fear of offending the woman the cat was accepted without protest. The woman gleefully told a few friends of her success, with the result that in a few weeks the druggist had to accept four more cats of varying descriptions. This established his reputation as a cat lover, and since then he has been presented with four more. Fearing to offend his patrons, the poor druggist dares not poison them or drive them away.

Persons living near by who have not had telephones installed in their homes also are a strong tax on the corner druggist's ability to be accommodating. At frequent intervals their friends will telephone to the drug store and ask to have a message delivered by a boy. When this happens to be for a patron the druggist dislikes to risk giving offense and so adds another "little accommodation" to the ever growing list.

Removing Paint and Varnish From Wood.

The following compound is given as one which will clean paint or varnish from wood or stone without injuring the material:

Flour or wood pulp ..	385 parts
Hydrochloric acid	450 parts
Bleaching powder	160 parts
Turpentine	5 parts

This mixture is applied to the surface and left on for some time. It is then brushed off, and brings the paint away with it. It keeps moist quite long enough to be easily removed after it has acted.

Pastes for removing old paint or varnish coats are made as follows:

1 Sodium hydrate	5 parts
Soluble soda glass	3 parts
Flour paste	6 parts
Water	4 parts
2 Soap	10 parts
Potassium hydrate	7 parts
Potassium silicate	2 parts

Expert Needed.

Customer—You are a registered pharmacist, are you not? Have a diploma and all that?

Druggist—I have. What do you want?

Customer—Well, give me 10 cents' worth of distilled water, please.

He Was Honorable.

The fat man was entering a drug store, hat in hand, and the sweat was standing out on his brow and he was wondering whether he would take lemonade or soda water, when he bumped again a man coming out and exclaimed:

"Sir, I am glad to see you!"

"Yes?"

"You and I were riding on the same car about a month ago."

"It is possible."

"At that time I was blaming the President for having used up \$25,000 of the people's money in eleven months tooting around the country. I said he was recklessly extravagant and ought to be ashamed of himself."

"Yes; you said so."

"And I told you that I traveled a whole year once and only used up \$600."

"Yes."

"And I said that Taft shouldn't be allowed half what he gets."

"Yes."

"Well, I am an honorable man. When I make a mistake I am willing to rectify it. Taft is all right."

"Glad you think so."

"At the time I traveled a whole year for \$600 pork chops were only 11 cents a pound; now they are 20. That's where Taft's money went and he's all right—all right!"

Artificial Vanilla.

Few commercial products have shown such fluctuations in market value as "vanilline," the artificial vanilla of trade. In 1880 "false vanilla" sold for \$180 per pound; in 1888 the price had dropped to \$80, and in 1900 to \$20. Artificial vanilla now brings \$9 per pound; the mean price of real vanilla.

The vanilla of synthesis possesses perfuming and flavoring force forty times greater than natural vanilla, but the artificial product is much less fine and delicate than the real. The delicate aroma of natural vanilla is due to an association of substances which can not be found at all in the manufactured vanilla.

A Plain Fit.

An epileptic dropped in a fit on the streets of Boston not long ago and was taken to a hospital. Upon removing his coat there was found pinned to his waistcoat a slip of paper on which was written: "This is to inform the surgeon that this is just a case of plain fit, not appendicitis. My appendix has already been taken out twice."

It's easy to prescribe a remedy for other people's ills.

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.
 Freepoint, 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 listing various grocery items and their corresponding column numbers (A through Y).

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, COCOANUT, COFFEE, COGNAC, CREAM, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALSIFIES, SAL SODA, SALT, SALT FISH, SEEDS, SHOE BLACKING, SNUFF, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 2: OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, CARBON OILS, CEREALS, CHEESE, COCOANUT, COFFEE, COGNAC, CREAM, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALSIFIES, SAL SODA, SALT, SALT FISH, SEEDS, SHOE BLACKING, SNUFF, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 3: CHEWING GUM, CHICORY, CHOCOLATE, CIDER, SWEET, COCOA, COFFEE, COGNAC, CREAM, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MINCE MEAT, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALSIFIES, SAL SODA, SALT, SALT FISH, SEEDS, SHOE BLACKING, SNUFF, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 4: COCOANUT MACAROONS, COCOANUT HONEY CAKE, COCOANUT HON FINGERS, COCOANUT HON JUMBLES, DINNER BISCUIT, DIXIE SUGAR COOKIE, FAMILY COOKIE, FIG CAKE ASSORTED, FIG NEWTONS, FLORABEL CAKE, FLUTED COCOANUT BAR, FROSTED CREAMS, FROSTED GINGER COOKIE, FROSTED HONEY CAKE, FRUIT HONEY CAKE, GINGER GEMS, GINGER GEMS ICED, GRAHAM CRACKERS, GINGER SNAPS FAMILY, GINGER SNAPS N. B. C., GINGER SNAPS N. B. C. SQUARE, HIPPODROME BAR, HONEY BLOCK CAKE, HONEY CAKE, N. B. C., HONEY FINGERS, AS. ICE, HONEY JUMBLES, ICED, HONEY FLAKE, HONEY LASSIES, HOUSEHOLD COOKIES, HOUSEHOLD COOKIES ICED, CRUMPTETS, IMPERIAL, JERSEY LUNCH, JUBILEE MIXED, KREAM KLIPS, LADDE, LEMON GEMS, LEMON BISCUIT SQUARE, LEMON FRUIT SQUARE, LEMON WAFER, LEMONA, MARY ANN, MARSHMALLOW WALNUTS, MOLASSES CAKES, MOLASSES CAKES ICED, MOLASSES FRUIT COOKIES, MOTTLED SQUARE, NABOB JUMBLES, OATMEAL CRACKERS, ORANGE GEMS, PENNY ASSORTED, PEANUT GEMS, PRETZELS, HAND MD., PRETZELTETS, HAND MD., PRETZELTETS, MAC. MD., RAISIN COOKIES, REVERE, ASSORTED, RUBE, SCALLOPED GEMS, SCOTCH COOKIES, SPICED CURRANT CAKE, SUGAR FINGERS, SULTANA FRUIT BISCUIT, SPICED GINGER CAKE, SPICED GINGER CAKE IOD, SUGAR CAKES, SUGAR SQUARES, LARGE OR SMALL, SUNNYSIDE JUMBLES, SUPERBA, SPONGE LADY FINGERS, SUGAR CRIMP, VANILLA WAFERS, WAVERLY.

Table 5: FESTINO, BENT'S WATER CRACKERS, CREAM TARTAR, BARRELS OR DRUMS, BOXES, SQUARE CANS, FANCY CADDIES, DRIED FRUITS, Apples, Sundried, Evaporated, Apricots, California, Corsican, Citron, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American, Raisins, Cluster, 5 crown, Loose Muscatels, Loose Muscatels, L. M. Seeded, California Prunes, Dried Lima, Med. Hand Pk'd, Brown Holland, Farina, 24 1 lb. packages, Bulk, per 100 lbs., Hominy, Flake, 50 lb. sack, Pearl, 100 lb. sack, Pearl, 200 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, Green, Scotch, bu., Split, lb., Sage, East India, German, sacks, German, broken pkg., Tapioca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., FLAVORING EXTRACTS, Foote & Jenks, Coleman Brand, Lemon, No. 2 Terpenoles, No. 3 Terpenoles, No. 4 Terpenoles, Vanilla, No. 3 High Class, No. 4 High Class, No. 5 High Class, Jaxon Brand, Vanilla, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, Lemon, 2 oz. Full Measure, 4 oz. Full Measure, 8 oz. Full Measure, GRAIN BAGS, Amoskeag, 100 in bale, Amoskeag, less than bi 19 1/2, GRAIN AND FLOUR, Wheat, Red, White, Winter Wheat Flour, Local Brands, Patents, Seconds Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Lemon & Wheeler Co., Big Wonder 1/2s cloth, 5 25, 5 25, Worden Grocer Co.'s Brand, Quaker, paper, 5 20, Quaker, cloth, 5 30, Wykes & Co., Eclipse, 4 85.

6	
Kansas Hard Wheat Flour	
Judson Grocer Co.	
Fanchon, 1/2 cloth	6 00
Lemon & Wheeler Co.	
White Star, 1/2s cloth	5 70
White Star, 1/2s cloth	5 60
White Star, 1/2s cloth	5 50
Worden Grocer Co.	
American Eagle 1/2 clh	6 10
Grand Rapids Grain & Milling Co. Brands.	
Purity, Patent	5 25
Seal of Minnesota	5 60
Wizard Flour	4 85
Wizard, Graham	4 85
Wizard, Gran. Meal	3 60
Wizard, Buckwheat	4 80
Rye	4 80
Spring Wheat Flour	
Roy Baker's Brand	
Golden Horn, family	5 50
Golden Horn, bakers	5 40
Duluth Imperial	5 50
Wisconsin Rye	4 40
Judson Grocer Co.'s Brand	
Ceresota, 1/2s	7 00
Ceresota, 1/2s	6 90
Ceresota, 1/2s	6 80
Lemon & Wheeler's Brand	
Wingold, 1/2s	6 00
Wingold, 1/2s	5 09
Wingold, 1/2s	5 90
Worden Grocer Co.'s Brand	
Laurel, 1/2s cloth	6 00
Laurel, 1/2s cloth	5 90
Laurel, 1/2s & 1/2s cloth	5 80
Laurel, 1/2s cloth	5 80
Voigt Milling Co.'s Brand	
Voigt's Crescent	5 25
Voigt's Flourloigt (whole wheat flour)	5 25
Voigt's Hygienic	
Graham	4 40
Voigt's Royal	5 60
Wykes & Co.	
Sleepy Eye, 1/2s cloth	6 00
Sleepy Eye, 1/2s cloth	5 90
Sleepy Eye, 1/2s cloth	5 80
Sleepy Eye, 1/2s paper	5 80
Sleepy Eye, 1/2s paper	5 80
Meal	
Bolted	3 40
Golden Granulated	3 60
St. Car Feed screened	26 00
No. 1 Corn and Oats	26 00
Corn, cracked	25 00
Corn Meal, coarse	25 00
Winter Wheat Bran	24 00
Middlings	26 00
Buffalo Gluten Feed	33 00
Dairy Feeds	
Wykes & Co.	
O P Linseed Meal	35 00
O P Laxo-Cake-Meal	33 00
Cottonseed Meal	34 50
Gluten Feed	29 50
Brewers' Grains	28 00
Hammond Dairy Feed	24 00
Alfalfa Meal	25 00
Oats	
Michigan carlots	42
Less than carlots	44
Corn	
Carlots	62
Less than carlots	65
Hay	
Carlots	16
Less than carlots	17
HERBS	
Sage	15
Hops	15
Laurel Leaves	15
Senna Leaves	25
HORSE RADISH	
Per doz.	90
JELLY	
5lb. pails, per doz.	2 25
15lb. pails, per pail	50
30lb. pails, per pail	90
MAPLEINE	
1 oz. bottles, per doz	3 00
MATCHES	
C. D. Crittenden Co.	
Noiseless Tip	4 50 @ 4 75
MOLASSES	
New Orleans	
Fancy Open Kettle	40
Choice	35
Good	22
Fair	20
Half barrels 2c extra	
MINCE MEAT	
Per case	2 90
MUSTARD	
1/2 lb. 6 box	18
OLIVES	
Bulk, 1 gal. kegs 1 10 @ 1 20	
Bulk, 2 gal. kegs 95 @ 1 05	
Bulk, 5 gal. kegs 90 @ 1 00	
Mansilla, 3 oz.	75
Queen, pints	2 50
Queen, 12 oz.	4 50
Queen, 28 oz.	7 00
Stuffed, 5 oz.	90
Stuffed, 3 oz.	1 45
PIPES	
Clay, No. 215, per box	1 75
Clay, T. D., full count	60
Cob	90
PICKLES	
Medium	
Barrels, 1,200 count	6 25
Half bbls., 600 count	3 65
Small	
Half bbls., 1,200 count	4 50
PLAYING CARDS.	
No. 90 Steamboat	85
No. 15, Rival, assorted	1 75
No. 20, Rover, enam'd	2 00
No. 572, Special	1 75
No. 98 Golf, sat'n fin.	2 00
No. 808 Bicycle	2 00
No. 632 Tourn't whist	2 25
POTASH	
Babbitt's	4 00

7	
PROVISIONS	
Barreled Pork	
Clear Back	27 50
Short Cut	26 00
Short Cut Clear	26 00
Bean	25 00
Brisket, Clear	25 00
Pig	25 00
Clear Family	26 00
Dry Salt Meats	
S P Bellies	
Lard	
Pure in tierces	14 1/2
Compound Lard	11
50 lb. tubs	advance 1/4
60 lb. tubs	advance 1/4
50 lb. tins	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Smoked Meats	
Hams, 12 lb. average	18 1/2
Hams, 14 lb. average	18 1/2
Hams, 16 lb. average	18 1/2
Hams, 18 lb. average	18 1/2
Skinned Hams	20
Ham, dried beef sets	16 1/2
California Hams	11 1/2
Picnic Boiled Hams	15
Boiled Ham	22
Berlin Ham, pressed	11
Minced Ham	11
Bacon	21
Sausages	
Bologna	9
Liver	5
Frankfort	10 1/2
Pork	11
Veal	11
Tongue	11
Headcheese	9
Deef	
Boneless	14 00
Rump, new	14 00
Pig's Feet	
1/2 bbls.	1 00
1/4 bbls., 40 lbs.	2 00
1/2 bbls.	4 00
1 bbl.	9 00
Tripe	
Kits, 15 lbs.	80
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00
Casings	
Hogs, per lb.	32
Beef, rounds, set	25
Beef, middles, set	80
Sheep, per bundle	90
Uncolored Butterine	
Solid dairy	10 @ 12
Country Rolls	10 1/2 @ 16 1/2
Canned Meats	
Corned beef, 2 lb.	3 20
Corned beef, 1 lb.	1 80
Roast beef, 2 lb.	3 20
Roast beef, 1 lb.	1 80
Potted ham, 1/2s	50
Potted ham, 1/4s	90
Deviled Ham, 1/4s	50
Deviled ham, 1/2s	90
Potted tongue, 1/4s	50
Potted tongue, 1/2s	90
RICE	
Fancy	7 @ 7 1/2
Japan	5 1/2 @ 6 1/2
Broken	2 1/2 @ 3 1/2
SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35
SALERATUS	
Packed 60 lbs. in box.	
Arm and Hammer	3 00
Deland's	3 00
Dwight's Cow	3 00
L. P.	3 00
Standard	1 80
Wyandotte, 100 3/4s	3 00
SAL SODA	
Granulated, bbls.	80
Granulated, 100 lbs. ca.	80
Lump, bbls.	80
Lump, 145 lb. kegs	90
SALT	
Common Grades	
100 3 lb. sacks	2 40
60 5 lb. sacks	2 25
28 10 1/2 lb. sacks	2 10
55 lb. sacks	32
28 lb. sacks	17
Warsaw	
56 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20
Solar Rock	
56 lb. sacks	24
Common	
Granulated, fine	80
Medium, fine	85
SALT FISH	
Cod	
Large whole	@ 7
Small whole	@ 6 1/2
Strips or bricks	7 1/2 @ 10 1/2
Pollock	@ 5
Halibut	
Strips	15
Chunks	16
Holland Herring	
White Hp. bbls.	
White Hp. 1/2 bbls.	
bbls.	
White Hoop mchs.	
Norwegian	
Round, 100 lbs.	3 75
Round, 40 lbs.	1 90
Sealed	15
Trout	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	3 25
No. 1, 10 lbs.	90
No. 1, 3 lbs.	75
Mackerel	
Mess, 100 lbs.	15 00

8	
Mess, 40 lbs.	
Mess, 10 lbs.	6 60
Mess, 10 lbs.	1 75
Mess, 10 lbs.	1 45
No. 1, 100 lbs.	14 00
No. 1, 40 lbs.	6 00
No. 1, 10 lbs.	1 60
No. 1, 8 lbs.	1 30
Whitefish	
No. 1, No. 2 Fam.	
100 lbs.	9 75 3 50
50 lbs.	5 25 1 90
10 lbs.	1 12 55
8 lbs.	92 48
SHOE BLACKING	
Handy Box, large 3 dz	2 50
Handy Box, small	1 25
Bixby's Royal Polish	85
Miller's Crown Polish	85
SNUFF	
Scotch, in bladders	37
Maccaboy, in jars	35
French Rappie in jars	43
SOAP	
J. S. Kirk & Co.	
American Family	4 00
Dusky Diamond, 50 8oz	2 80
Dusky D'nd 100 6 oz	3 80
Jap Rose, 50 bars	3 60
Savon Imperial	3 00
White Russian	3 00
Dome, oval bars	3 00
Satinet, oval	2 70
Snowberry, 100 cakes	4 00
Proctor & Gamble Co.	
Lenox	3 50
Ivory, 6 oz.	4 00
Ivory, 10 oz.	6 75
Star	3 50
Lautz Bros. & Co.	
Acme, 30 bars, 75 lbs.	4 00
Acme, 25 bars, 75 lbs.	4 00
Acme, 25 bars, 70 lbs.	3 80
Acme, 100 cakes	3 60
Big Master, 70 bars	2 85
German Mottled	3 35
German Mottled, 5 bxs	3 30
German Mottled, 10bxs	3 25
German Mottled, 25bxs	3 20
Marseilles, 100 cakes	6 00
Marseilles, 100 ckes 5c	4 00
Marseilles, 100 ck toil	4 00
Marseilles, 1/2bx toilet	2 10
A. B. Wrisley	
Good Cheer	4 00
Old Country	3 40
Soap Powders	
Snow Boy, 24 4lbs.	4 00
Snow Boy, 60 5c	2 40
Snow Boy, 30 10c	2 40
Gold Dust, 24 large	4 50
Gold Dust, 100-5c	4 00
Kirkoline, 24 4lb.	3 80
Pearline	3 75
Soapine	4 10
Babbitt's 1776	3 75
Roseine	3 50
Armour's	3 70
Wisdom	3 80
Soap Compounds	
Johnson's Fine	5 10
Johnson's XXX	4 25
Nine O'clock	3 80
Rub-No-More	3 85
Scouring	
Enoch Morgan's Sons.	
Sapolio, gross lots	9 00
Sapolio, half gro. lots	4 50
Sapolio, single boxes.	2 25
Sapolio, hand	2 25
Scourine Manufacturing Co	
Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50
SODA	
Boxes	5 1/2
Kegs, English	4 1/2
SPICES	
Whole Spices	
Allspice, Jamaica	13
Allspice large Garden	11
Cloves, Zanzibar	16
Cassia, Canton	14
Cassia, 5c pkg, doz.	25
Ginger, African	9 1/2
Ginger, Cochin	14 1/2
Mace, Penang	50
Mixed, No. 1	16 1/2
Mixed, No. 2	10
Mixed, 5c pkgs, doz.	45
Nutmegs, 75-80	25
Nutmegs, 105-110	20
Pepper, Black	14
Pepper, White	25
Pepper, Cayenne	22
Paprika, Hungarian	38
Pure Ground in Bulk	
Allspice, Jamaica	12
Cloves, Zanzibar	22
Cassia, Canton	12
Ginger, African	12
Mace, Penang	55
Nutmegs, 75-80	35
Pepper, Black	11 1/2
Pepper, White	18
Pepper, Cayenne	16
Paprika, Hungarian	38
STARCH	
Corn	
Kingsford, 40 lbs.	7 1/2
Muzzy, 20 lb. pkgs.	5 1/2
Muzzy, 40 lb. pkgs.	5
Gloss	
Kingsford	
Silver Gloss, 40 lbs.	7 1/2
Silver Gloss, 16 3lbs.	6 1/2
Silver Gloss, 12 6lbs.	8 1/2
Muzzy	
45 lb. packages	5
16 5lb. packages	4 1/2
12 6lb. packages	6
50lb. boxes	2 1/2
SYRUPS	
Corn	
Barrels	27
Half barrels	29
20lb. cans 1/2 dz. in cs.	1 65
10lb. cans, 1/2 dz. in cs.	1 60
5lb. cans, 2 dz. in cs.	1 70

"Mr. Business Man"

Are You Awake?

I know it's hot, but don't sleep day and night

You lost \$10,000 in the last month and I can prove it

Why not read the "Tradesman"

- May 25th, page 15
- June 1st, page 11
- June 8th, page 15
- June 15th, page 15

You are missing the GREATEST OPPORTUNITY of your life. I said I could prove it and I will.

REASON WHY

Ten Men Who Never Won and Never Will

1. The hind-sighted man—Never sees opportunity until it is passed.
2. The back-boneless man—Always has to ask somebody's advice.
3. The "only" honest man—must have the control. No one else honest enough.
4. The spendthrift—Never has anything to invest.
5. The suspicious man—Always afraid somebody will rob him.
6. The cenceited man—Knows where all the best things are without being told.
7. The modern Shylock—Believes in nothing but the "pound of flesh" mortgage.
8. The narrow-gauged man—Refuses to listen to anything "out of his line."
9. The unfortunate man—Has a friend who invested and lost.
10. The fool—Thinks a thing worthless or it wouldn't be offered to him.

These men never get ahead. They simply can't—they are afraid

BUT

The world is peopled with the other kind as well, and we want to hear from those who would consider and investigate propositions that pay more than 6 per cent., 10 per cent. or 20 per cent, and may pay safely 100 to 1,000 per cent. in a year. ARE YOU ONE WILLING TO BE SHOWN? If so, address

JAMES R RYAN,
Secretary of the Greatest Water Wagon on Earth
Sault Ste. Marie, Mich.

9	
1 1/2 lb. cane 2 oz in ca. 1 7/8	
Pure Cane	
Fair	16
Good	20
Choice	25
TEA	
Japan	
Sundried, medium	24@26
Sundried, choice	30@32
Sundried, fancy	36@40
Regular, medium	24@26
Regular, choice	30@32
Regular, fancy	36@40
Basket-fired, medium	30
Basket-fired, choice	35@37
Basket-fired, fancy	40@43
Nibs	26@30
Siftings	10@12
Fannings	14@15
Gunpowder	
Moyune, medium	28
Moyune, choice	32
Moyune, fancy	40@45
Pingsuey, medium	25@28
Pingsuey, choice	30
Pingsuey, fancy	40@45
Young Hyson	
Choice	30
Fancy	40@50
Oolong	
Formosa, fancy	45@60
Amoy, medium	25
Amoy, choice	32
English Breakfast	
Medium	25
Choice	30
Fancy	40@45
India	
Ceylon, choice	30@35
Fancy	45@50
TOBACCO	
Fine Cut	
Cadillac	54
Sweet Loma	54
Hiawatha, 5lb. pails	56
Telegram	31
Pay Car	33
Prairie Rose	49
Protection	49
Sweet Burley	41
Tiger	41
Plug	
Red Cross	30
Palo	30
Kylo	35
Battle Ax	31
American Eagle	33
Standard Navy	37
Spear Head, 7 oz.	47
Spear Head, 14 1/2 oz.	44
Nobby Twist	55
Jolly Tar	39
Old Honesty	43
Toddy	34
J. T.	33
Piper Heidsieck	69
Boot Jack	86
Honey Dip Twist	43
Black Standard	49
Cadillac	49
Forge	34
Nickel Twist	52
Mill	32
Great Navy	56
Smoking	
Sweet Core	34
Flat Car	32
Warpath	26
Bamboo, 16 oz.	25
I X L, 5lb.	27
I X L, 16 oz. pails	31
Honey Dew	40
Gold Block	40
Flagman	49
Chips	33
Kiln Dried	21
Duke's Mixture	40
Duke's Cameo	40
Myrtle Navy	44
Yum Yum, 1 1/2 oz.	39
Yum, Yum, 1lb. pails	39
Cream	38
Corn Cake, 2 1/2 oz.	26
Corn Cake, 1lb.	21
Plow Boy, 1 1/2 oz.	39
Plow Boy, 3 1/2 oz.	39
Peerless, 3 1/2 oz.	35
Peerless, 1 1/2 oz.	35
Air Brake	36
Cant Hook	30
Country Club	32-34
Forex-XXXX	30
Good Indian	26
Self Binder, 16oz. box.	20-22
Silver Foam	24
Sweet Marie	32
Royal Smoke	42
TWIN	
Cotton, 3 ply	24
Cotton, 4 ply	24
Jute, 2 ply	14
Hemp, 6 ply	13
Flax medium N	2
Wool, 1 lb. balls	3
VINEGAR	
State Seal	12
Oakland apple cider	14
Morgan's Old Process	14
Barrels free.	
W/CKING	
No. 0 per gross	30
No. 1 per gross	40
No. 2 per gross	50
No. 3 per gross	75
WOODENWARE	
Baskets	
Bushels	1 00
Bushels, wide band	1 15
Market	
Splint, large	3
Splint, medium	3
Splint, small	2
Willow, Clothes, large	
Willow, Clothes, med	
Willow, Clothes, small	

10	
Butter Plates	
Wire End or Ovals	
1/4 lb., 250 in crate	30
1/2 lb., 250 in crate	30
1 lb., 250 in crate	30
2 lb., 250 in crate	35
3 lb., 250 in crate	40
5 lb., 250 in crate	50
Churns	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55
Clothes Pins	
Round Head	
4 inch, 5 gross	50
4 1/2 inch, 5 gross	55
Cartons, 20 2 1/2 doz. bxs.	60
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1 complete	40
No. 2 complete	28
Case No. 2 fillers 1 sets	1 35
Case, mediums, 12 sets	1 15
Faucets	
Cork lined, 8 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90
Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	50
No. 2 pat. brush holder	85
12lb. cotton mop heads	1 40
Ideal No. 7	85
Pails	
2-hoop Standard	2 00
3-hoop Standard	2 35
2-wire Cable	2 10
3-wire Cable	2 30
Cedar, all red, brass	1 25
Paper, Bureka	2 25
Fibre	2 70
Toothpicks	
Hardwood	2 50
Softwood	2 75
Banquet	1 50
Ideal	1 50
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
20-in. Standard, No. 1	7 50
18-in. Standard, No. 2	6 50
16-in. Standard, No. 3	5 50
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	10 25
No. 2 Fibre	9 25
No. 3 Fibre	8 25
Washboards	
Bronze Globe	2 50
Dewey	1 75
Double Acme	3 75
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Luck	2 75
Universal	3 00
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 50
15 in. Butter	2 25
17 in. Butter	4 00
19 in. Butter	5 90
Assorted, 13-15-17	3 00
Assorted, 15-17-19	4 25
WRAPPING PAPER	
Common straw	2
Fibre Manila, white	3
Fibre Manila, colored	4
No. 1 Manila	4
Cream Manila	4
Butcher's Manila	2 1/2
Wax Butter, short c't	13
Wax Butter, full count	20
Wax Butter, rolls	19
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Cream, 3 doz.	1 00
Yeast Foam, 1 1/2 doz.	58
FRESH FISH	
Per lb.	
Whitefish, Jumbo	16
Whitefish, No. 1	12
Trout	11 1/2
Halibut	10
Herring	7
Bluefish	14 1/2
Live Lobster	29
Boiled Lobster	29
Cod	10
Haddock	8
Pickercel	12
Pike	9
Perch	8
Smoked, White	12 1/2
Chinook Salmon	15
Mackerel	
Finnan Haddie	
Roe Shad	
Shad Roe, each	
Speckled Bass	8 1/2
HIDES AND PELTS	
Hides	
Green No. 1	11
Green No. 2	10
Cured No. 1	13
Cured No. 2	12
Calfskin, green, No. 1	13
Calfskin, green, No. 2	11
Calfskin, cured, No. 1	14
Calfskin, cured, No. 2	12 1/2

11	
Pelts	
Old Wool	80
Lambs	50@75
Shearlings	40@65
Tallow	
No. 1	5
No. 2	4
Wool	
Unwashed, med.	25
Unwashed, fine	23
Standard Twist	8
Cases	
Jumbo, 32 lb.	7 1/2
Extra H H	10
Boston Cream	12
Big stick, 30 lb. case	8
Mixed Candy	
Grocers	6 1/2
Competition	7
Special	7
Conserve	7 1/2
Royal	10
Ribbon	12
Broken	10
Cut Loaf	8 1/2
Leader	8
Kindergarten	10
French Cream	9
Star	11
Hand Made Cream	16
Premio Cream mixed	14
Paris Cream Bon Bons	10
Fancy-In Pails	
Gypsy Hearts	14
Coco Bon Bons	14
Fudge Squares	12
Peanut Squares	9
Sugared Peanuts	12
Salted Peanuts	12
Starlight Kisses	12
San Blas Goodies	12
Lozenges, plain	12
Lozenges, printed	12
Champion Chocolate	12
Eclipse Chocolates	14
Eureka Chocolates	15
Quintette Chocolates	14
Champion Gum Drops	9
Moss Drops	10
Lemon Sours	10
Imperials	1
Ital. Cream Opera	12
Ital. Cream Bon Bons	12
Golden Waffles	12
Red Rose Gum Drops	12
Auto Bubbles	12
Fancy-In 5lb. Boxes	
Old Fashioned Molasses	1 30
Orange Jellies	50
Lemon Sours	60
Old Fashioned Horehound drops	60
Peppermint Drops	60
Champion Choc. Drps	60
H. M. Choc. Drops	1 10
H. M. Choc. Lt. and	
Dark No. 12	1 10
Bitter Sweets, as'td.	1 20
Brilliant Gums, Crys.	60
A. A. Licorice Drops	60
Lozenges, printed	65
Lozenges, plain	65
Imperials	65
Mottoes	65
Cream Bar	60
G. M. Peanut Bar	60
Hand Made Crms	30@30
Cream Wafers	65
String Rock	65
Wintergreen Berries	60
Old Time Assorted	3 75
Buster Brown Good	3 50
Up-to-date Assmt't	3 75
Ten Strike No. 1	6 50
Ten Strike No. 2	6 00
Ten Strike, Summer assortment	6 75
Scientific Ass't.	13 00
Pop Corn	
Cracker Jack	3 25
Giggles, 5c pkg. ea	3 50
Pop Corn Balls 200s	3 25
Azulikit 100s	3 25
Oh My 100s	3 50
Cough Drops	
Putnam Menthol	1 00
Smith Bros.	1 25
NUTS-Whole	
Almonds, Tarragona	16
Almonds, Drake	15
Almonds, California sft. shell	
Brazils	12@13
Filberts	12@13
Cal. No. 1	
Walnuts, soft shell	15@16
Walnuts, Marbot	12
Table nuts, fancy	12@13 1/2
Pecans, Med.	12
Pecans, ex. large	14
Pecans, Jumbos	16
Hickory Nuts per bu.	
Ohio, new	
Cocoanuts	
Chestnuts, New York	
State, per bu.	
Shelled	
Spanish Peanuts	9
Pecan Halves	55
Walnut Halves	30@32
Filbert Meats	37
Alicante Almonds	42
Jordan Almonds	47
Peanuts	
Fancy H P Suns	7 1/2
Roasted	7 1/2
Choice, H. P. Jumbo	8

Earn You TWO Profits

That's what 5, 10 and 25c goods will do in your store.

One profit direct, the other in advertising.

One dollar in 5, 10 and 25c goods will turn so fast as to earn as much NET as two dollars in most other lines.

Rightly shown and rightly priced, these goods will compel customers into your store when you will have a chance to sell them all the goods you are overstocked on.

You can't afford not to push 5, 10 and 25c goods in July.

Our current catalogue puts before you the whole world of 5, 10 and 25c wares. Ask for catalogue No. F.F. 806.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, St. Louis, Minneapolis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee
Seattle, San Francisco, Omaha

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER



Royal
10c size 90
6oz. cans 1 90
1/2 lb. cans 1 35
1 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



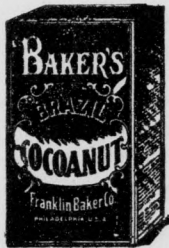
S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32

Worden Grocer Co. Brand

Ben Hur
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 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 @ 5
Livers @ 5

Pork
Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 11

Mutton
Carcass @ 10
Lambs @ 12
Spring Lambs @ 13

Veal
Carcass 6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra. 1 00
72ft. 3 thread, extra. 1 40
90ft. 3 thread, extra. 1 70
60ft. 6 thread, extra. 1 29
72ft. 6 thread, extra.

Jute
60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor
50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor
50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided
50ft. 1 35
40ft. 95
60ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 99
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

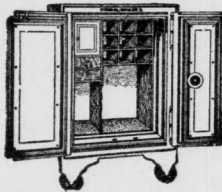
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

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

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

Business-Wants Department

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

To Exchange—For stock of general merchandise, to value of \$7,000 or \$8,000, good farm in Northern Indiana. Well located. Box 225, Hudson, Ind. 722

Home Bakery—Roberts No. 60 double deck oven. 7118 Cottage Grove Ave., Chicago, Ill. 721

Business For Sale—On account of poor health, I offer my grocery business for sale. It is an old-established business and its location is one of the best in the city. For further particulars, write or call on Mrs. C. Peterson, Big Rapids, Mich. 720

Good paying clothing and men's furnishing store in county seat of 10,000 to 12,000 population; prosperous and flourishing mining town; interurban car service; \$15,000 stock of advertised and representative lines; stock can be reduced. Reason for selling, age and ill health. Address M. Cantor, Marion, Ill. 719

For Sale—A general grocery stock and building in a good farming community. Stock will inventory between \$900 and \$1,000. Reason for selling, old age and poor health. For further particulars enquire of S. A. Hewitt, Monterey, R. F. D. No. 6, Allegan, Mich. 718

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. 716

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

Something New—Town, county agency, \$12,200 annually. Three times day necessary. Every home wants them. Akers-Resh Supply Co., Lamar, Mo. 712

Read This, Mr. Merchant
Why not permit me to conduct a big July or August sale on your stock? You'll clean up on old goods and realize lots of money quickly. Remember I come in person, qualified by knowledge and experience. Full information on request.
B. H. Comstock,
907 Ohio Building Toledo, Ohio

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

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 2 1/2 per cent. It will only cost you 2c for a postage stamp to find out how to do it, or one cent for a postal card if you cannot afford to send a letter. If you want to close out we still conduct auction sales. G. B. Johns, Auctioneer and Sale Specialist, 1341 Warren Ave. West, Detroit, Mich.

Brick hotel, centrally located, all cars pass the door; 40 rooms; modern; completely furnished; wet county. W. C. High, Mt. Clemens, Mich. 705

Stock of general merchandise wanted. Ralph W. Johnson, Minneapolis, Minn. 624

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

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. 544

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. 169, 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. 247

Want Ads. continued on next page.

COUPON BOOKS
SUPERCEDE
BOOK-KEEPING
DISPUTED ACCOUNTS
BAD DEBTS
ACCURACY
ASSURE PROFIT
CONTENTMENT
We make four grades of books in the different denominations.
CIRCULARS ON INQUIRY
SAMPLES
TRADESMAN COMPANY,
GRAND RAPIDS, MICH

INDIANA ITEMS.

Business News From the Hoosier State.

Elkhart—The H. N. Jenner Drug Co. has opened a pharmacy at the corner of Main street and Lexington avenue.

Ft. Wayne—The Ft. Wayne Trunk and Leather Co. has been incorporated by Andrew J., Charles and Edward Keller, and will occupy a portion of the Goodyer Co.'s business room on East Berry street.

Rushville—The Merchants' Association is elated over the success of its second "big Wednesday." The crowd more than doubled that of the first event and business was booming all day.

Indianapolis — Sol Schloss, senior member of the firm of Schloss Bros., proprietors of a chain of clothing stores embracing Appleton, Wis., and Monmouth and Galesburg, Ill., who recently acquired the business formerly conducted by Bliss, Swain & Co., announces that the establishment will continue under the same name and that Indianapolis will become the center of his organization. The sale of this business, which for years has been among the foremost of the city, while formally announced yesterday, was consummated several weeks ago, the consideration being about \$108,000. Sol Schloss has moved his family to this city and will take personal charge of the store. His brother Eli will remain at Monmouth, Ill. The firm has a long lease on the store and is contemplating remodeling the front in order to obtain more display space and the addition of modern fixtures. The sale was brought about by the death of George W. Bliss, his partner, Thomas A. Swain, having decided to retire from the business.

Ft. Wayne—"The Fair," located at 608 Calhoun street, has been sold to the Hinman Co. and the new concern is now in charge of the stock and building. The latter is to be entirely remodeled and the company will install a new line of dry goods, ready-to-wear garments and millinery. The Hinman Co. is composed of R. P. Hinman, former Manager of the Old Fort Knitting mills, and his brother, C. A. Hinman, of Decatur, Ill. Both of the brothers are experienced dry goods men and for many years were engaged in business at Decatur, Ill. The present stock of "The Fair" will be disposed of by special sale, after which the three floors and basement will be remodeled by the owner, William Bostick.

Indianapolis—Retail grocers over the State are being warned by the food and drug department of the State Board of Health to beware of alluring advertisements sent out by a Lexington (Ky.) firm of wholesalers, in which attention is called to the statement that "now is the time to sell salicylic acid." The Kentucky house advocates the use, by housewives, of salicylic acid as a preservative for home canned fruits, and while the State department can not interfere with what a housewife places in her canned fruits as long as she does not sell any of it, or as

long as she does not feed it to persons who pay her for board, it believes that the housewife who is ignorant of the dangers of the acid should be warned against its use. The use of the acid in canned goods is forbidden by the laws of all states that have pure food laws, by the United States statutes, and by nearly all of the countries of Europe.

Winchester—The D. L. Adams Co. has been placed in bankruptcy by its creditors, the largest of which is the Federal Glass Co., of Columbus, whose claim is \$1,996.50.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Traverse City Council, United Commercial Travelers, is issuing a handsome book, which contains not only matter of interest to the members of the U. C. T., but a write-up of Traverse City with a view of boosting that community. About 110 traveling men live in that city.

A special train, known as the Booster Special, was run from Manistee to Luther June 30, with a view of interesting the people of Luther and vicinity in the work of the Western Michigan Development Bureau. The speakers at the Luther meeting were F. A. Mitchell, C. H. Morey and Secretary John I. Gibson, of the Western Michigan Bureau. At the close Luther people pledged \$100 to the cause.

The Cheboygan Chamber of Commerce met last week and elected the following officers: President, Dr. A. M. Gerow; Secretary, F. C. Spencer; Treasurer, A. W. Ramsay. Several memberships at \$25 each were taken in the Northwestern Michigan Development Bureau. Arrangements were made to entertain the Northeastern Michigan Press Association at its annual convention, to be held in Cheboygan July 26 and 27.

Fruit, grain, potatoes and other products of Mason county will be gathered by the Ludington Board of Trade for exhibition and advertising purposes. Secretary McCourt has the matter in hand and is asking the co-operation of all growers.

Boyer City business men met last week, with a number of Charlevoix and East Jordan boosters as guests, and after listening to the impressive talk of Secretary Gibson, of the Western Michigan Development Bureau, Boyer City pledged \$200 toward Charlevoix county's portion of the money necessary for this fall's exhibition in Chicago. Charlevoix and East Jordan had previously subscribed \$200 for the show.

The Weston-Mott Company has just completed at Flint a factory 75 x 408 feet, three stories, to be used exclusively for the manufacture of automobile axles. It is the largest plant in the country for making one distinct part of automobiles. The company will soon be employing 3,300 men in its Flint factories.

Ionia business men are trying to induce the Pere Marquette Railroad to enlarge its shops in that city, employing more labor.

Following the recent trip of the Wholesalers and Manufacturers' Association of Detroit into the Upper

Peninsula, the Michigan Central announces a through train service by which freight is carried to different points from that city as follows: Soo, 35 hours; Marquette, 41 hours; Ishpeming, 44 hours; Hancock, 53 hours; Lake Linden, 57 hours. Correspondingly good service is promised to other points.

The Holland Board of Trade is taking up the matter of securing more help for local factories. Options on sites for a new postoffice building are also being secured.

Pentwater's Homecoming Day is July 16. This is also the opening day of the Oceana Mid-Summer Assembly, which will continue in Pentwater for eight days.

Almond Griffen.

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

Buffalo, July 6—Creamery, fresh, 25@29c; dairy, fresh, 22@23c; poor to common, 20@21c.

Eggs—Strictly fresh candled, 22c; at mark, 20@21c.

Live Poultry — Fowls, 15@16c; broilers, 20@23c; ducks, 13@14c; old cocks, 12c; geese, 10c; 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@1.75 per bbl. Rea & Witzig.

Mayor Gaynor regards the "tag day" scheme to raise money for charitable purposes as a hold-up that should not be approved by the authorities. In vetoing a resolution of the Board of Aldermen permitting the Day Nursery in Staten Island to have a tag day, the Mayor says: "This resolution would authorize the ladies of the Day Nursery in the Borough of Richmond to accost people in that borough for the purpose of extracting coin and other moneys from every possible citizen on the occasion of a tag day. Such an authorization is of doubtful legality and of more than doubtful propriety. The collection of money on tag days is usually made a success by the aid of small children—a practice which should not be permitted."

The Boston Work Horse Parade Association has recently issued an interesting bulletin giving the results of an investigation to determine the comparative value of horses and motor wagons in city work. Information was gathered in Boston, New York and other cities from big firms who use both motor wagons and horses in their business. The conclusion reached is that the motor can not compete with the horse in the short haul delivery work and trucking of the city; but in the long distance service of suburban and outlying delivery the machines are more efficient and economical than horses can ever be.

Considering the materials some self-made men are a stupendous success.

PERSONAL PECULIARITIES.

It is a very easy matter to fall into the habit of using some set phrase, perhaps not objectionable in itself, yet through constant repetition it becomes not only tiresome but positively ludicrous. We strive to make ourselves agreeable, yet the very attempt but intensifies our weakness.

There are people who can not say a dozen words without the expletive, "You know," being thrown in. "Of course" may be used two or three times in a single sentence. In moderation these phrases are not especially worthy of criticism, but when any expression is repeated to excess it exposes the user to more or less ridicule.

The superfluous words consume too much time. Time is money in word as well as act. When one is in a hurry he will prefer to go to the man who is not given to wasting his words. He wants the clear cut sentence as well as the brisk serving. The redundant phrase is interpreted by him as a lack of definite idea and purpose by the user. He is in the eyes of the other man simply stumbling along, trying to express ideas of which he has not himself a clear conception.

This may be true, although often the trouble is due more to habit than to mental incapacity. Lack of the suitable word may have induced the peculiarity in the first place; and the words once slipped from the tongue follow easily afterwards. We may pick up a bit of slang, the novelty of fitness of which appeals to us; and before we are aware that it has become a part of our regular vocabulary.

Our speech is one of the leading outward signs of our character. Uncouth and inelegant remarks damage any one. Plain, simple, direct, clear language is always pleasing and effective. If you have peculiarities in speech, strive to weed them out.

Postmaster General Hitchcock has issued orders for the promotion of nearly 30,000 postoffice clerks and letter carriers. In announcing the order he paid a tribute to the efficiency of postal employes during the past year, giving them full credit for co-operation in carrying into effect certain reforms through which the department expects to show a reduction this year of fully \$10,000,000 in the postal deficit. Notwithstanding the higher salaries received by postal employes officials say the postoffices of the country have been run during the past year at a smaller relative cost and with fewer employes in proportion to the amount of business handled than during any other year in the history of the service.

Some people are always deploring their alleged lack of opportunities. Fudge! You are ankle-deep in opportunities three hundred and sixty-five days in the year.

BUSINESS CHANCES.

Wanted—Lady dry goods clerk. State wages and experience in first letter. Address General Store, Box 133, Middleville, Mich.

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Insurance:



PACKED SECURELY IN TIN CANS SEALED BY THE LABEL, this superb coffee IS REALLY INSURED against Dirt, Deterioration and Disappointment—the 3 "Ds" modern sanitary requirements and people paying good money for coffee don't want and WON'T HAVE—they'll go somewhere else first. See?

Distributed at Wholesale by
Symons Bros. & Co.
SAGINAW

In Case of Fire You Must Prove Your Loss

If your store burns you must prove to the insurance adjuster how much stock you had. The mere statement that you had \$2,000 or \$5,000 worth of goods on hand will carry no weight. Your accounts must be in shape to prove your loss.

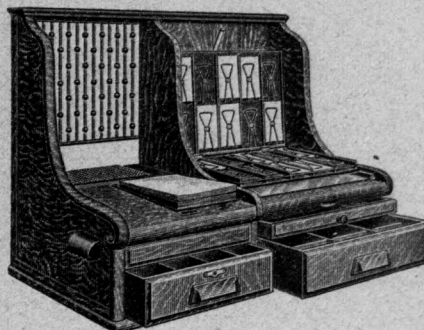
The easiest, simplest, cheapest, yet most efficient way is by the use of THE McCASKEY SYSTEM of handling accounts with one writing.

Send us a postal card and we will tell you how and why.

THE McCASKEY REGISTER COMPANY

The Complete System

ALLIANCE, OHIO



Agencies in all Principal Cities

FIRST AND STILL
THE BEST

As a Last Resort

a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When these are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own packages only, which bears his signature.

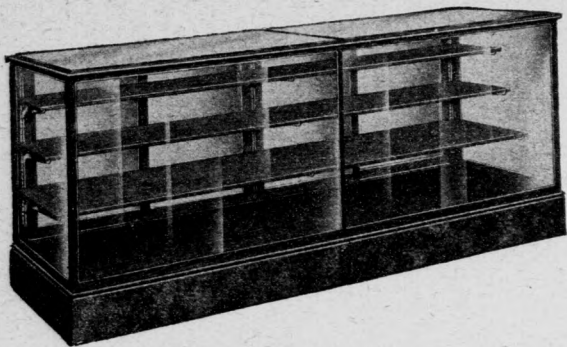
W. K. Kellogg

KELLOGG TOASTED CORN FLAKE CO.

Battle Creek, Mich.



Where Quality Counts



You will find the

Wilmarth
THE CASE WITH A CONSCIENCE

Show Cases and Fixtures

We have recently furnished the show cases for

The John Ball Park Pavilion Ramona Pavilion
Gannon-Paine Co. Bellaires, Kirchgessners, etc.

See our work in use or at factory

Wilmarth Show Case Co.

936 Jefferson Ave.

Grand Rapids, Mich.

Downtown Salesroom—58 S. Ionia St.

Detroit Salesroom—40 Broadway

It is easy for

YOU

to sell

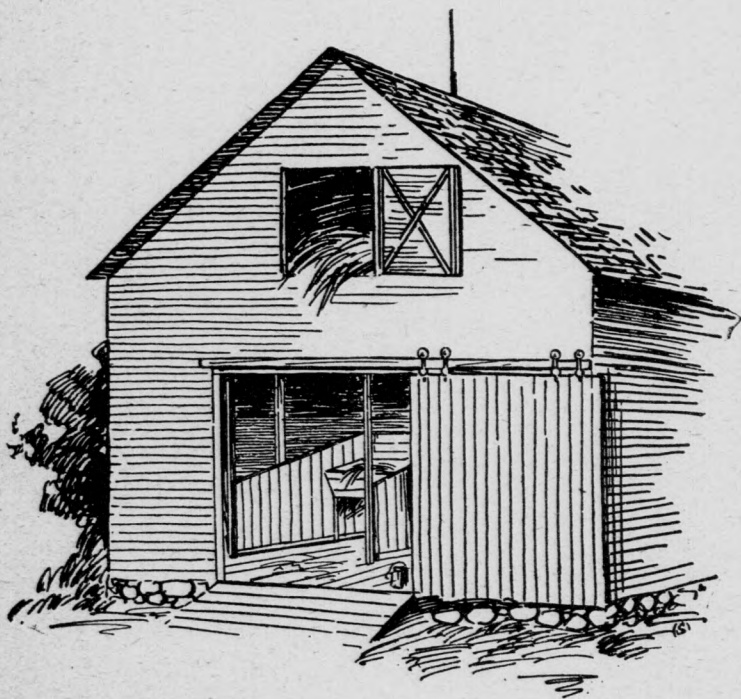
Shredded Wheat

because we have already sold it when it goes on your shelves. We are spending a half million dollars every year in educational advertising, to create a demand for Shredded Wheat. This demand is supplied through the jobber-to-retailer, square-deal plan of distribution, with a good profit for each.

At the same time you can push along the good work by suggesting to your customers the various fruit combinations with Shredded Wheat Biscuit as a simple solution of the food problem in summer. Nothing so deliciously nourishing or wholesome as Shredded Wheat Biscuit with berries, sliced bananas or other fruits, served with milk or cream.

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

Lock the Door and Save the Horse



The losses that come to us in this life are for the most part the result of not living up to our best thought.

As a good business man you know that you cannot afford to be without

A Bang Up Good Safe

Honest now, what would you do if your store should burn tonight and your account books were destroyed? How much do you think you would be able to collect? Mighty little.

Don't run the risk, neighbor, you can't afford to. A safe, a good safe, doesn't cost you very much if you buy it from us.

It will only cost you two cents anyway to write us today and find out about it.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.