

The Country Churchyard



The boast of heraldry, the pomp of power,
And all that beauty, all that wealth e'er gave,
Awaits alike the inevitable hour.
The paths of glory lead but to the grave.

Nor you, ye proud, impute to these the fault,
If memory o'er their tomb no trophies raise,
Where, through the long-drawn aisle and fretted vault
The pealing anthem swells the note of praise.

Can storied urn or animated bust
Back to its mansion call the fleeting breath?
Can honor's voice provoke the silent dust,
Or flattery soothe the dull cold ear of death?

Perhaps in this neglected spot is laid
Some heart once pregnant with celestial fire;
Hands that the rod of empire might have swayed,
Or waked to ecstasy the living lyre:

But knowledge to their eyes her ample page,
Rich with the spoils of time, did ne'er unroll;
Chill penury repressed their noble rage,
And froze the genial current of the soul.

Full many a gem of purest ray serene
The dark, unfathomed caves of ocean bear;
Full many a flower is born to blush unseen,
And waste its sweetness on the desert air.

Thomas Gray.

My Creed



I hold that Christian grace abounds
Where charity is seen; that when
We climb to heaven 'tis on the rounds
Of love to men.

I hold all else named piety
A selfish scheme, a vain pretense;
Where center is not—can there be
Circumference?

This I moreover hold, and dare
Affirm where'er my rhyme may go—
Whatever things be sweet or fair
Love makes them so.

Whether it be the lullabies
That charm to rest the nursling bird,
Or the sweet confidence of sighs
And blushes, made without a word.

Whether the dazzling and the flush
Of softly sumptuous garden bowers,
Or by some cabin door a bush
Of ragged flowers.

'Tis not the wide phylactery,
Nor stubborn fast, nor stated prayers
That make us saints: we judge the tree
By what it bears.

And when a man can live apart
From works, on theologic trust,
I know the blood about his heart
Is dry as dust.

Alice Cary.



I'm proof against that word "failure." I've seen behind it. The only failure a man ought to fear is failure in cleaving to the purpose he sees to be best. So long as a man sees and believes in some great good, he'll prefer working towards that in the way he's best fit for, come what may.

George Eliot.



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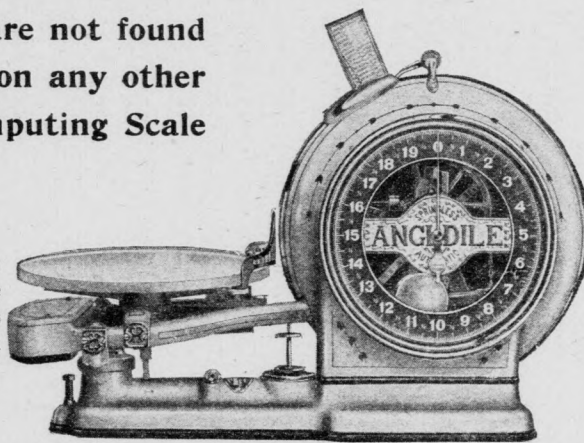
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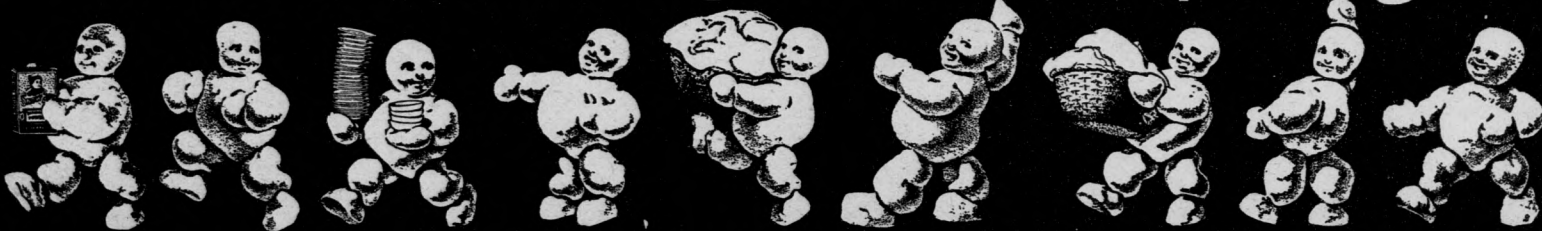
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MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 13, 1910

Number 1369

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THE TENDER SPOT.

The other day there was a dog fight on Central avenue in a city of some six thousand in the Middle West, and in less than three minutes every store was deserted by tradesman and customer alike until the scrap was over and the dogs maimed and bloody were to all intents and purposes under bonds to keep the peace. Something like a week ago a couple of brutes with two legs each instead of four celebrated the Nation's birthday with a fight on a par with the beasts of Central avenue. After a number of rounds they left the ring bruised and bleeding, the one the champion heavyweight of the world, the other, "the means by which he did attain" thereto and both the proof of that high point which modern civilization as reached in this the latest and the best development of culture and refinement.

Of course the world's best have been shocked and outraged that such things should be allowed in this day and generation; that after centuries of progress the blossom of the first decade of the twentieth century should be a fight hardly creditable to the old Roman arena, but the tender spot with us after all is not so much the fight, disgraceful as it was, as the unquestioned fact that the populace of to-day delight in it. The dog fight on Central avenue proportionally was no better patronized than that localized in the Great Northwest. The public heart that day was where its treasure was and not a newspaper office between the oceans that has not borne witness to the fact that the masses, crowding around the bulletin boards, are a part of the one stupendous whole believing in and seconding the old brute law that might is right and in spite of law and learning and the good that comes therefrom, muscle is after all the mover of the world's lever, be that muscle the biceps of the beast, whether it be the possessor of four legs or two. The fact of the case is the rowdy is

in the saddle and the duty of the hour is to unseat him at the earliest possible moment and that with the least ceremony possible.

A cheering feature about the whole business is that the American public, once seeing an evil and locating it, can be safely trusted to get rid of it. It has so far. Even now it drove the gang from the coast to the mountains, and the future can safely be entrusted to it. For a time it did seem as if misrule had gained the upper hand and, firm in the saddle, was ready to try conclusions with whoever should oppose, but it is safe to conclude that the rowdy has found his seat unsafe and that if he hopes to remain a member of the community it will be only by an obedience to that law which he has been unwilling so far to recognize and respect.

THE PET PONY.

The modern child is more and more coming to its own in presents of utility. Something which will be of service is the acceptable one. The transportation question is the one usually uppermost in mind. As soon as he has outgrown the go-cart he sighs for a pony, and the over-indulgent parent believes this to be a most harmless as well as amusing playmate.

The Shetland is in some respects the preferable breed, a good thoroughbred being from a financial point of view a good investment. It eats much less than a horse of ordinary size, yet will do a much greater piece of work than is indicated by its avoirdupois. It is strong, enduring and willful, a pleasant playfellow and sometimes a master.

The Shetland, as a rule, is well supplied with tricks. Some of these are welcome means of entertaining friends; others are used on special occasions to suit the will of the manager in chief. If the pony for any reason does not wish to follow out the plans of its juvenile master, it has excellent resources at hand for argument against the matter. It can kick, bite, strike and balk in a most approved manner. It likes to eat sugar from your hand, but it likes better to have you furnish the sugar while it improvises a programme in which the various bits of accomplishment are practiced.

If a child has plenty of grit and hustle give him the pony to wrestle with if you are prepared to train a young horseman. The harmless pet will more than likely prove willful, playful and shrewd. It is quick to discover the first shadow of fear, quick to detect the first vantage ground. It is a fine means to teach horsemanship; but those unable to learn this are too young to be trusted with the pony.

THE PRICE OF VICTORY.

It has been said that the way to judge a man most accurately is to note the manner in which he meets defeat. Yet the way in which he meets victory has a lesson well worth considering. Defeat, when serving its highest purpose, stimulates to greater action. The victory which invites inaction and pride is in itself but another name for ignominious defeat.

The disgraceful event of the past week leaves along its trail evidences of a pride too easily raised. The victory of one of a down-trodden race is of so questionable a character that its glory, if there can be glory in brutal sport, appeals to the classes through which may come the most harm. The individual most directly concerned may be entirely innocent of results, yet the circumstances are such as to easily kindle into a flame the smothering embers of race war. Jubilation over the good luck of one of their race has raised the pride of an emotional people to its utmost limits. It is one of the inevitable results of a contest that some one must win, as surely as that some one must lose. Jeffries must pass on the doubtful honors which he has worn for a time to a younger man, who will eventually find a more powerful rival. The place can not be held even for a brief time without work. "A man's reach should exceed his grasp," wrote Browning, "or what is heaven for?"

The followers unduly lifted up not only do Johnson but themselves a real injury. The jibes, the sneers, the insults of various sorts passed from either side take from the participants just so much of real life. Robertson says that "Whoever is satisfied with what he does has reached his culminating point—he will progress no more." We may scale the topmost peaks of earth, but before we are aware, some one has conquered the air and is soaring through ethereal realms. The victory which renders us self-reliant is a safe one; but when it produces inertness it has passed the limit of advantage; and if it stirs up contention—much better were defeat!

WHERE THE TROUBLE LIES.

Some one asked the other day, What is the matter with the merchants of Michigan? and perhaps the same question would apply to the merchants in other states as well. The reply was that there was nothing the matter except that about half the merchants are dead and all that is lacking is a respectable burial. Go through any country town or village in Michigan and you will find that about one-half of the merchants are live, up-to-date and progressive. They

take two or more first-class trade papers and they read them carefully and influence their clerks to read such portions as are of special interest to the merchant and his associates. They buy carefully and pay promptly. They sell goods at a fair profit. They avoid keeping goods on hand so long that they become shelf-worn or shop-worn or fly-specked or nicked or discolored or faded. With such men merchandising is a science and they carry on their business as methodically and as systematically as the banker or successful business men in a large city.

Visit the other stores of the village and you find at atmosphere of distrust and disappointment. The merchant is unkept in appearance and his store looks as though it might have been a part of Noah's ark. His goods are displayed poorly and his stock is arranged badly. In many cases the store is darkened in the rear by an embargo of showcase or display racks in front. Such a merchant has no time to read a trade paper. He seldom finds time to change his shirt or shave his face and the aroma of codfish mingles with the flavor of stale egg and staler butter.

There is nothing the matter with merchandising methods in Michigan where the man is right, but who can expect a store to prosper where the man is a back number? And who can expect a community to prosper where there is an undue proportion of merchants who have no time to read a trade paper and who have no time to keep their store bright and clean and wholesome and attractive?

Under the law of compensation and general average such merchants are doomed to meet defeat and face failure, but it takes a long time for some of them to rust out.

The United States Department of Agriculture has discovered that there is considerable business done in making two pounds of butter grow where there was only one pound before. Butter that contains 16 per cent moisture is held to be adulterated within the meaning of the internal revenue regulations, and a heavy tax is imposed upon the vender of such a product. The Commissioner of Internal Revenue has determined to wage a war on these butter blenders. To take one pound of butter and add a pound of milk, the milk costing only four cents, together with a little cotton seed oil or other lubricant, and compound the whole into two pounds of "fresh dairy butter, right from the farm," and sell it for 60 cents appears on the face of it like a profitable industry. But one small dealer last week had to pay a heavy penalty for selling it. Machines for making this blend are on the market and the buyers are being watched.

WHEN PRINCES ARE BEGGARS.

The Fellow Who Thinks He Hasn't a Fair Deal.

Written for the Tradesman.

Nature is good to man. In bountiful profusion she gives to him the materials of wealth—timber, land, ore and energy. Nature is so good to man she refused to develop these crude materials of wealth and comfort and collateral benefits; but turns the job over to man.

Thus man becomes an active partner in the earth-subduing enterprise.

The requirements of his job keeps man out of mischief; consequently happy.

It is man's province to develop the crude materials of wealth which Nature places in his hands.

And a whole lot might be said about the incidental benefits to man himself growing out of the necessary work which man puts in on the job.

In certain tropical countries where it is so hot you don't need any clothes, and where the fruits are so nutritious and plentiful you don't have to hit a lick to get your three meals per diem the natives are notoriously trifling.

Because they don't have to work they won't work.

Therefore some wise man has observed that the average man is about as lazy as his circumstances will permit.

And it is a fact that the Damoclean blade of sheer necessity does make us step lively; whereas if we had our own way about it we might incline to the low gear and the shady spots in life.

When Uncle Sam was out after laborers to help him in his canal project he tried to hire the Panamanians. But they said, "Nixy for us, Uncle Zammie! Ze handles of zem—what you call 'em, spades, picks, shovels—ez too hot; and ze sun he is also too hot. We like ze cool shade—and ze banana he is ripe."

So the Panamanians, lolling in the shade hard by Uncle Sam's big ditch in the Canal zone, superintend the labors of Uncle Sam's employes with about as much interest and intelligence as an average mud turtle might display. The Panamanian loafer isn't worth killing.

The loafer is everywhere and always a pest or a nuisance. If he is too innocuous to be actively vicious he is still an encumberer of the earth and gets in the way of busy people.

It is said that even the devil is down on the lazy man—presumably because he can get no resultful activity out of such a person.

Every gift of Nature to man is both an heritage and a challenge.

It calls for appropriation.

It must be first discovered, then sought, then transformed into available utilities and actual benefits.

Nature doesn't cut and polish her diamonds; nor does she sift out her gold dust and fuse it for man.

The sparrow is said to be a pensioner on Nature, inasmuch as he does not sow and reap and gather into garners; yet even the thrifty sparrow must turn husbandman and

scratch in the likely places if he would escape starvation.

Vines must be pruned before we can secure the purple clusters.

The soil must be cultivated before we have "first the leaf, then the blade, then the full ear in the blade."

Gold must be sought for and accumulated at the cost of prodigious energy.

Nature doesn't transfer properties to man until man serves an apprenticeship, therefore qualifying himself for stewardship.

You have heard the story of the treasure hidden away in the field. As to the precise nature of the treasure we are not told. The treasure may have been in timber which grew above ground, or in mineral deposits ground. It may have been in the form of money secreted in an old iron kettle; or it may have laid in the fertility of the soil. But the treasure was there, waiting to be discovered and appropriated.

Long years passed and the buried treasure remained a loss to the world.

One owner after another possessed the field, but none discovered the treasure. It was a buried treasure.

By and by a man of discernment passed that way. He saw the treasure. Seeing unlimited possibilities in the old, neglected field he sold his possessions and then with intense joy possessed himself thereof.

Then he developed the field—metamorphosed its latent treasure—and placed himself forevermore beyond the pale of want.

A wise man, truly and fortunate in that he had eyes that could see.

There are old fields in your neighborhood, doubtless—old fields in which treasure is buried.

The treasure is just waiting to be discovered and appropriated.

The treasure-in-the-field may be, insofar as you are concerned, the possibilities of country patronage or a larger trade in your town or city.

But you don't see it.

You think you have all the trade you may reasonably expect.

You doubt the wisdom of larger advertising appropriations. You are not willing to try out new methods for the exploitation of new wares in that old field.

By and by you'll be sadly disillusioned. Some young man will start up as a competitor in your line. He'll install a fresh stock of goods and inaugurate some resultful advertising. He'll trim his windows, circulate the town and country, win some of your old customers and a multitude of new customers who are now patronizing the mail order people. And he'll dig up more business in that neglected community that it ever had. You'll be surprised. About that time you'll begin to see buried treasure dug up and appropriated. Then you'll wish you'd seen it sooner.

Every store big enough to have one clerk is a field.

In that field there is a buried treasure for some discerning clerk.

The treasure is the possibility of preferment, enlarged usefulness, a bigger salary and by and by membership in the firm.

The "old man" hires one clerk after another. Some of them go of their own accord and some of them go because they are politely informed that their services are no longer required.

But none of them see the treasure. It is not on the surface. It is buried away in the sequence of things that haven't come to pass as yet. Vacant eye—eyes that love to play peek-a-boo with the clock—little silly, shallow eyes that love to ogle the girls can't see treasure. They are not built that way.

But presently the "old man" gets a clerk that can see. And that clerk applies himself to his work. He is industrious and eager and polite. He gets so interested he works overtime. He doesn't grumble if he is asked to deliver a parcel after closing hours. He looks over the trade papers. He asks questions of the "boss," and tries to find out everything he can about the inner workings of a retailing establishment. He makes himself indispensable. People learn to like him. They call for him to wait on them. That young fellow sees a buried treasure and he is gradually, patiently, persistently digging it up. The pay envelope grows with the passing years, and in process of time he becomes a partner—at first "the junior partner," then, as "the old man" becomes more and more disqualified for active service, the younger man assumes the burdens of responsibility.

By and by the young man that saw a buried treasure gets to be the sole owner and proprietor of the business.

Man gets to do the thing he is fitted to do; and there is no such thing as luck. Put a little, narrow-minded man in a big position and he rattles like a peanut in its pod. But the essentially big fellow develops the humble task until it takes on proportions corresponding to his endowments.

That man is a confessed weakling who attributes his failures to environment. Real impediments are subjective, not objective; and a man's worst foes are the profitless ideas, the vain conceits and the mental aberrations of his own noggin. Self-mastery is the universal price of world-conquest.

The world is full of human derelicts—blear-eyed bums, clothes-wearing bipeds of parasitical proclivities, social degenerates and habitual non-producers. They come to your house begging a pittance—a piece of bread, a piece of money, anything you are disposed to give them. But it must be something they can appropriate at once; either bread to be eaten or money to be given in exchange for liquor. They don't want to saw wood, or carry in coal, or do any labor with body or brain whereby the dignity of their code will be violated. They must live without labor; for the world, so they aver, owes them a living.

Did you ever make a psychological study of your mendicant? Ever call him out and get him to express himself concerning this great, wealth-laden, God's-world of ours? Do it some time. You'll find that the beggar lives and moves and has his be-

ing in a mean, narrow, poverty-stricken world. His horizon is dwarfed. All is black and sinister and selfish. He is an Ishamelite with his hand against every man's hand and every man's hand against his. There is none generous, no not one. The world is in a bad way. Because he is a pauper he has pauperized the world.

Is Nature to blame for poverty and discontent and human woe?

Nature has done her part. She is an unstinted almoner, pouring into man's hands treasures innumerable and beyond price. Nature is too polite to beat a man over the head and compel him to help himself. If he wants to live like a hog when he might live like a prince it's up to him, he's a free-born citizen with the heritage of choice.

Herein will be found the fruitful reason why the world wears so many and such diversified features. Some men go through life rich in the fruits of happiness; while others are morbid and empty-handed forever and a day. One man is wise in his youth; stores the hold of his intellect with a rich cargo of science and letters and world-culture. Another man is provincial and suspicious and envious. To some men all nature is a vast, hydra-headed monster, grim and terrifying in every feature of her. Others abide in the sunlight and walk with confidence amid the flowers. Some men gather into their garners a harvest of delinquency and filth and social defilement. Others acquire the priceless asset of a good name and build up in their communities monuments of fair dealing. One man is a temperamental muck-raker and fine-comb; the universe for tangible evidences of commercial sins and social eruptions. Another man sees unmistakable symptoms of progress in the onward march of events. One man assumes a belligerent, selfish, lawless attitude; lives the life of a profligate and dies a bankrupt. Another man cultivates his his original gifts and graces, thus acquiring new dignities, honors and collateral rewards. One man arises in the mornig with a grouch, works through the day with protest and scolds the children without cause from the dinner hour until bedtime. Another man arises with gladness in his heart, goes to his work with a merry whistle and romps with the youngsters when the day's work is over. Thus hath the proverb obtained that life is what you make it.

Eli Elkins.

If you are selling popular priced commodities try to get genuine values for the money. Don't claim that your low-priced wares are just as good and dependable and desirable as the higher priced. A good many people know better. There is a legitimate place for the dealers in popular priced commodities, but a man does not have to tell lies to build up a business in these lines.

If you are selling cheap-grade commodities it is a good plan to work in, as rapidly as you can, the better grades. Inaugurate the grading-up process.

INDIANA ITEMS.

Business News From the Hoosier State.

Brazil—Jacob Previtt has opened a confectionery store in connection with his cigar and tobacco establishment.

Kokomo—The Royce Furniture Co. has opened a furniture store.

Marion—J. F. Thorn has sold his bakery to Charles Feist.

Poseyville—The Poseyville Dry Goods Co. has been incorporated with a capital stock of \$8,000.

Richmond—Lee B. Nusbaum has merged his dry goods business into a stock company under the style of the Lee B. Nusbaum Co. The capital stock is \$50,000.

Winchester—John Day has purchased the furnishing goods stock of William D. Beals.

Ft. Wayne—James M. Kane, aged 74 one of the oldest merchants in this city, died at his home here July 9 of cancer. Mr. Kane began business in this city fifty-five years ago with a small cutlery stand on the street corner and from this start he developed a big wholesale and retail notion business that made him wealthy.

Indianapolis—To make neighborly visits is the purpose of the trip Friday by the members of the Indianapolis Trade Association to fourteen cities and towns along the lines of the Indianapolis & Cincinnati Traction Co. One of the objects of the Trade Association, as originally stated, was to bring about a closer relation between the various cities of the State and Indianapolis and Friday's trip is one of a series of such excursions that will be made with this end in view. The Trade Association, being composed exclusively of wholesale, manufacturing and financial concerns, is interested in promoting the Indianapolis wholesale and manufacturing market, but it is not the intention to attempt to accomplish this merely by soliciting orders. By such trips as Friday's it is the expectation to have the heads of the concerns that are members of the Trade Association become personally acquainted with the retail merchants in these various towns and to learn in what manner the business interests of the entire State may most effectively co-operate to their mutual advantage. It is the belief of the Association officers that these frequent friendly visits to neighboring cities will bring about a relationship which will not only mean more business for the wholesale and manufacturing market of this city, but will also benefit the retail merchants in the other towns. This has been proven by the three days' trip made last month into Northern Indiana by members of the Trade Association. A number of those who made the trip have obtained direct results through increased business, which has since been obtained in the towns visited. Other houses have discovered that a more friendly attitude exists toward Indianapolis among the merchants in the towns that were visited. Traveling salesmen in that territory are a unit in declaring that orders are eas-

ier to get since the heads of their houses visited those cities. The special interurban cars will leave the Terminal Station at 7 o'clock Friday morning, and will make stops at the following towns: New Palestine, Fountaintown, Morristown, Arlington, Glenwood, Connersville, Rushville, Milroy, Greensburg, St. Paul, Waldron, Shelbyville, Fairland and Acton. While the stops in a number of the smaller towns must necessarily be brief, it was decided by the Committee in charge that the excursionists would rather stop over ten minutes and greet their customers than pass through these towns. At Connersville, Rushville, Greensburg and Shelbyville longer stops will be made, dinner being served at Rushville and supper at Shelbyville.

Kendallville—Richard Davis has opened a cigar store.

Ft. Wayne—Fred Strasburg, who for a number of years has had charge of the furnishings department at the store of the Patterson-Fetcher Co., has severed his connection with this firm and in the future will give his entire attention to the new Bessette-Rose-Strasburg Co., of which he is to be Secretary and Treasurer.

Indianapolis—The rule of "no souvenirs" for the trade extension trip Friday is proving popular with the members of the Indianapolis Trade Association. Already more than fifty concerns have made reservations for the trip, and several of them have declared they are pleased with the suggestion made by the Committee in charge that souvenirs shall not be distributed. The souvenir habit threatened to become a burden because of competition. During the three days' trip into Northern Indiana last month several of the concerns that were represented distributed expensive presents to the merchants and others in the towns visited. Firms that distributed merely business cards or other forms of printed matter found themselves somewhat overshadowed. In adopting a uniform plan of "no souvenirs" the Committee also took into consideration the desires of retail merchants to be visited. It was decided that business men would appreciate a friendly call and a personal chat with the Indianapolis wholesalers and manufacturers more than the promiscuous distribution of trinkets.

Indianapolis—Pills, porous plasters, soda water, prescriptions and the thousand and one other things daily on the minds of drug clerks will be forgotten Thursday, when the White Elephants will be herded on the grounds of the Broad Ripple Outing Club, north of Broad Ripple. The "herd" is not a collection of animals, but a crowd of drug clerks, who have an organization called the White Elephants. Once a year the elephants get together and have a picnic and when they have a picnic it is all picnic and nothing else. The boss druggist runs his store alone, as long experience has taught him that his White Elephant clerk will not work on White Elephant day. There are hundreds of these White Elephants and it is doubtful if any other organization has a better time.

Probably the only persons not heartily in accord with White Elephant day are the wholesale druggists, for be it known the White Elephant is an adept at foraging for supplies for the picnic and the wholesale men indirectly assist in paying the bills. Of course they do it voluntarily, because the wholesaler knows it is the clerk who stocks up for the retailer. Therefore the wholesaler fairly falls over himself to see that the White Elephants get all the cigars and refreshments they want at the picnic. The White Elephants have what they call their "grand scream," which means a good time. This is the twenty-third annual "scream," and the drug clerks are anticipating lots of fun.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 11—The week opens with intense heat still prevailing in this part of the country. Vegetation is being seriously affected and from the sections of New York State where extensive packing operations are carried on come reports of great damage to crops of all kinds and especially peas.

Coffee roasters are doing only a limited amount of business, awaiting the issues of the new crop. They anticipate no important change one way or the other in the near future. Stocks of Brazilian amount to 2,862,480 bags, so there is no danger of any shortage. A fair call prevails for mild coffees and quotations are firmly maintained.

Meltings of sugar have been quite large and the hot weather is causing great call for refined sugar. Orders came in so freely last week that there is likely to be some diminution this week, but quotations are bound to be well sustained, 5.15c being the prevailing rate.

Teas are quiet, but there is a feeling of confidence among the trade. Quotations at primary markets have been very high and distributors are hoping for a decline. Retailers complain of quietude, but this is usually looked for at this time of year.

There is a prospect of a light yield of rice and this is helping to maintain quotations here. Trading is of fairly satisfactory proportions, dealers starting the week with confidence. Orders are of small proportions, as a rule, but the number of them atone for the quantity.

In spices pepper has shown some advance and this has caused a more active demand for that article, but, as a rule, the market is quiet and only a midsummer trade is being carried on. Molasses moves in an unchanging rut and dealers look for no deviation until the approach of cooler weather. Good to prime centrifugal, 26@30c.

In canned goods we hear day after day reports of a doleful character, especially from the regions producing the large pea crops. This is imparting to this market a feeling of firmness that is increasing every hour and brokers are keeping the wires hot, although they seem to accomplish little in the way of actual

business. Tomatoes are well sustained at 67½c, but this seems to be a figure above the view of buyers and business drags. Not only are spot goods quiet but there is very little interest exhibited in futures. Packers insist on 70c and buyers will not meet them.

The top grades of butter are firm and the supply not overabundant. Some fine June stock has sold at 29½@30c, but this is exceptional. Creamery specials, 29¼c. The receipts last week aggregated rather more than 60,000 packages or some 8,000 less than the previous week. The hot weather is getting in its fine work and the amount of off stock is increasing at a most alarming rate. Factory, firsts, 23½c.

Full cream cheese, 15½@16c. As is the case with butter, the hot wave is playing havoc with cheese and a cool wave is fervently wished for.

Not over 17c can be rightly quoted for regular pack Western eggs. Gathered whites, 20@23c; selected extras, 21@24c. For really desirable grades the market is firm, but there is an abundance of the other kind and storage ware houses are being filled.

Programme Advertising.

Every man in business is obliged to buy a lot of space in worthless advertising mediums, such as church announcements, bazaar programmes, etc. Not one advertiser in a dozen tries to use this space effectively. He usually runs his name and address and lets it go at that.

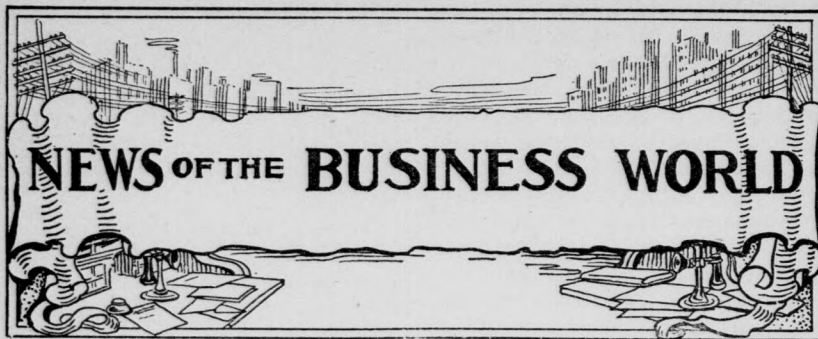
To use this space so that it will pay for itself it quite a problem, but I know from experience that it can be done. One way is to run a rebus or somewhat difficult word puzzle and to offer a prize, consisting of some article from your stock, to the first one bringing into your store a correct solution. This scheme will attract considerable attention.

Another thing I have tried with fair results is to run a bright saying from some well-known author. This saying should refer to some broad principle of business ethics, which you are applying in your own affairs. This idea is novel and it will appeal to cultured people.

A grocer could run a delicious recipe, requiring the use of some profitable article he has for sale. The recipe should be out of the ordinary and written so that it will excite the appetite. Many people will paste an advertisement of this kind in their scrapbooks.

Hardwaremen, furniture dealers and others can work up a similar scheme applicable to their business. The point is this: Make every dollar you spend for advertising pay for itself and bring you a little profit besides. To do this you will sometimes have to cudgel your brains for ideas, but they will always come if you think hard enough and long enough.—American Paint and Oil Dealer.

A sales plan is not to be tabooed because it isn't brand new; nor is it to be adopted because it is freshly incubated.



Movements of Merchants.

Pellston—Charles Harman has engaged in general trade.

Cadillac—L. Loudon, recently of Evert, has opened a bakery here.

Newberry—W. E. Donegan has sold his grocery stock to John Jacobson.

Hart—N. J. Hook succeeds Montgomery & Hook in the grocery business.

Boyer City—B. J. Quick succeeds Quick Bros. in the furniture business.

Monroe Center—J. D. Rex has purchased the general stock of A. G. Brust.

Ludington—S. S. Wilson & Co. have removed their general stock to McBain.

Reading—D. L. Kime has sold his grocery stock and bakery to C. E. Haugley.

Temple—Orr & Dunham succeed Joseph H. Russell in the grocery business.

Millbrook—L. W. Harrison & Co. succeed Pattison & Harrison in general trade.

Benton Harbor—Trick Bros. have opened a bazaar store at 111 East Main street.

Vicksburg—J. Sorenson is succeeded in the restaurant business by Stroh & Son.

Detroit—The Sullivan Packing Co. has increased its capital stock from \$250,000 to \$500,000.

Alma—Muri Stuckey, of Pontiac, has purchased the grocery stock of Seegmiller Brothers.

Saginaw—The Saginaw Hardware Co. has increased its capitalization from \$112,000 to \$162,000.

Zeeland—Mrs. G. Gauw, formerly of Grand Rapids, will engage in general trade here about August 1.

Houghton—Henry Uhlman has sold his interest in the Lake Superior Sausage Co. to William Sommers.

Lansing—Thomas Smith has sold his interest in the Smith & Spaulding cigar store on South Washington avenue to Charles Spaulding.

Big Rapids—John C. Jensen has purchased the dry goods stock of Morris & Crane and will move his present stock to that location.

Vicksburg—The Richardson & Davis firm has dissolved partnership. Mr. Richardson will continue the business as before the partnership.

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

Eaton Rapids—Strank Bros. have sold their grocery and meat stock

to Charles and John Eldred, who will continue the business under the style of Eldred Bros.

St. Joseph—August Zick has purchased the tailoring business of R. C. Strelow and has moved the goods and fixtures to the Strelow store, where he will conduct the business in the future.

Stanton—W. D. Lanphierd has the improvements on his storeroom formerly occupied by T. S. Earle nearly completed and will occupy it July 20 with his stock of general merchandise.

Cedar Run—A. C. Wynkoop has sold his stock of general merchandise to John Dun and B. J. Miller, who have formed a copartnership and will continue the business at the same location.

Big Rapids—J. P. Huling, the pioneer furniture dealer and business man, will close out his stock and retire from business. He is 70 years old and has been engaged in business here thirty-five years.

Kalamazoo—G. W. Holmes, of the Barley Mercantile Co., of Chicago, has leased the Samuel Fisher store on North Burdick street and will occupy it with a stock of dry goods, notions and womens' shoes.

Grand Haven—Van I. Wit has purchased the drug stock and fixtures of Henry Baar and will continue the business at the same location under his personal supervision in connection with his other drug store.

Applegate—The Farmers Grain & Hay Co. has been organized with an authorized capital stock of \$10,000, all of which has been subscribed and \$3,850 paid in in cash. The business will be carried on at Crosswell.

Pontiac—A new company has been organized to engage in the general hardware business under the style of the Hazelton-Detwiler Co., with an authorized capital stock of \$10,000, of which \$7,000 has been subscribed and paid in in cash.

Detroit—Hallock-Lauppe & Co. have engaged in business to carry on a general merchant tailoring business, with an authorized capital stock of \$5,000, of which \$4,000 has been subscribed, \$200 being paid in in cash and \$3,800 in property.

Detroit—William Blackwood, plumber, has merged his business into a stock company under the style of the Blackwood Plumbing Supply Co., with an authorized capitalization of \$2,000, all of which has been subscribed and paid in in property.

Paw Paw—A new company has been organized under the style of the W. G. Ackley Co. to engage in the mercantile business, with an author-

ized capital stock of \$7,000 common and \$3,000 preferred, of which \$7,000 has been subscribed and paid in in cash.

Marshall—Harry L. Cronin succeeds to the business of his father, the late T. L. Cronin, in the grocery and crockery trade in this city. The latter, at the time of his death a year ago, had been continuously engaged in active business for forty years and was one of the most successful merchants in this city.

Hancock—A. A. Tillman, proprietor of the twin stores on Ravine and Hancock streets, has gone to Grand Rapids, with the intention of purchasing an extensive stock of mattresses, furniture and house outfitting supplies for a new wholesale establishment which he expects to conduct hereafter.

St. Johns—C. A. Merrifield, who for some years has been associated with Geo. Wood in the milling business, has accepted a position as traveling salesman for the Rogers, Lunt & Bowlen Co., of Greenfield, Mass. He will have territory in the South, where for some time he traveled for a Kalamazoo celery company.

Escanaba—Through the resignation of George Wink as assistant manager of the National Grocer Co., a number of changes and promotions have been brought about in the business staff of that house. M. J. Ryan will be in sole managerial charge, Edward J. McCarthy becomes credit auditor and Benjamin Lovell is called in from the road to become a member of the office force.

Houghton—Capt. Joseph Bourassa has opened a new shoe store in the Ehler building on Sheldon street, Frenchtown. The building was recently remodeled for this purpose. Capt. Bourassa is an old marine man, one of the best known captains on the Great Lakes. He has decided to retire and the shoe store is the result. Associated with him is Henry Thursam, of Tonowanda, N. Y., an experienced shoeman.

Manufacturing Matters.

Walkerville—The new creamery will be ready to begin operations by October 1.

Detroit—The capital stock of the Michigan Auto Parts Co. has been increased from \$50,000 to \$300,000.

Detroit—The Welch Co., of Detroit, automobile manufacturer, has increased its capital stock from \$250,000 to \$500,000.

Detroit—The capital stock of the Gemmer Manufacturing Co., manufacturer of auto steering gears, etc., has been increased from \$200,000 to \$300,000.

Volney—A new creamery will soon be in operation here. J. W. Howe, of Allegan, has charge of building the plant and expects to have it in operation by August 15.

Detroit—A new company has been organized under the style of the Electric Truck Co., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

St. Joseph—The Jennings Back Plaster Board Co. has been incorporated with an authorized capital

stock of \$2,000, of which \$1,050 has been subscribed, \$33 being paid in in cash and \$1,017 in property.

Detroit—The Scotten-Dillon Co. is sending out checks to stockholders for distribution amounting to 20 per cent. This includes the regular semi-annual dividend of 4 per cent. and an extra dividend of 16 per cent.

Cheboygan—The Embury-Martin Lumber Co. is shipping a number of cargoes of lumber to Detroit, manufactured on Whisky Point, Grand Lake. The mill of the company here is running steadily.

Kalamazoo—The Harrow Spring Co. has merged its business into a stock company under the same style with an authorized capital stock of \$500,000, of which \$300,000 has been subscribed and paid in in cash.

Detroit—The Standard Die Cutting Co. has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, of which \$13,000 has been subscribed and paid in in property.

Pontiac—I. W. Curtis and G. S. Johnston, of Flint, have made arrangements to start a planing mill in a building they have rented on West Huron street. They will also build houses to sell on the installment plan.

Menominee—William Marks, of Marinette, whose shingle mill on the Whitbeck site was destroyed by fire some time ago and who later equipped a plant in this place, which also was destroyed by fire, will build another mill here.

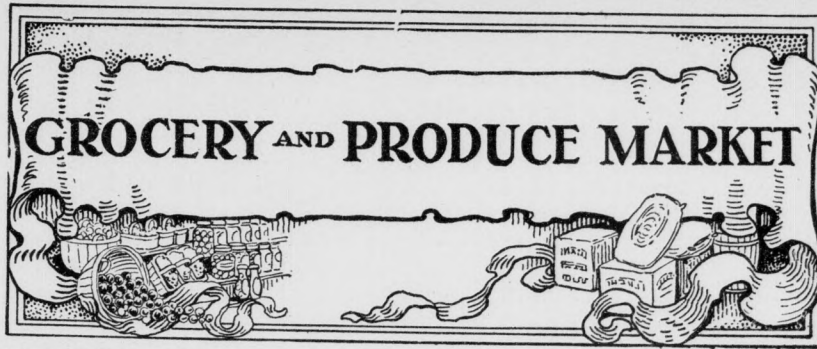
Detroit—The Cope Pattern Works has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed, \$14,336.76 being paid in in cash and \$17,663.26 in property.

Battle Creek—The Battle Creek Roofing & Manufacturing Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000 common and \$5,000 preferred, all of which has been subscribed and paid in in cash.

Vanderbilt—Yuill Bros. are shipping logs in large quantities by the Mackinaw division of the Michigan Central to W. D. Young & Co., Bay City. This plant is having a successful season. It is cutting a lot of maple flooring for domestic and foreign markets.

Bay City—The Flint Wagon Works has filed an answer in the United States Court to the complaint of the Columbia Motor Car Co. in the Selden patent litigation. The points raised are similar to those brought out in the answer of the Warren Motor Car Co.

Menominee—The water levels of the Menominee River are so seriously affected by the drought that it will be difficult to get down the main drive. The Menominee River Boom Co. will keep the main drive in motion for another week and if at the end of that time the river level is not raised by rains, will hang up the drive and wait for higher water. The sorting gap will be closed in another week, as all of the logs on hand will have been sorted and sent down the river to the mills.



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—The market has ruled very active and is $\frac{1}{2}$ c higher than a week ago. The percentage of fine butter is not so large as a week ago, as a large part of the receipts show the heat. The consumptive demand for butter is very good, as is the speculative demand. Present conditions seem unlikely to change within the next few days. Local handlers quote creamery at 29c for tubs and 29 $\frac{1}{2}$ c for prints; dairy ranges from 19@20c for packing stock to 22@23c for No. 1.
 Cherries—\$1.75 per 16 qt. crate for sour and \$2 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 for home grown.
 Cocoanuts—60c per doz. or \$4.25 per sack.
 Cucumbers—60c per doz. for No. 1 and 35c for No. 2.
 Currants—\$1.65 per 16 qt. crate.
 Eggs—The market is firm and unchanged. The percentage of fine eggs grows less as the weather becomes warmer, and the bulk of the present receipts shows the effects of the heat. For fine eggs the consumptive demand is good, but inferior stock has to be sold at concessions. The heat will probably maintain the market for good eggs. Local dealers are paying 18c f. o. b. shipping point, holding candled at 20 @21c.
 Gooseberries—\$1.75 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@8 and Californias 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—The supply will increase this week and all dealers are prepar-

ing for lower prices. Reports from Texas, California and Georgia indicate that heavy shipments are on the way, and receivers, realizing that they will be flooded, are doing everything in their power to get the trade interested. The Texas offerings will be all Elbertas, and these will probably be the choicest and most popular peach on sale. California and Georgia fruit will also be of fine quality, as practically all of the early varieties have been picked and the late ones are pronounced to be unusually good. Demand will no doubt be influenced by lower prices. California Elbertas command \$1.75 per 6 basket crate; Georgia Bells (white) fetch \$1.60.

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; 3 $\frac{1}{4}$ @3 $\frac{1}{2}$ c per lb. for shelled.

Potatoes—No. 1 Virginia stock has declined to \$2.15 per bbl.

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

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

Raspberries—Red, \$2.25 per 16 qt. crate; black, \$2 per 16 qt. crate.

Spinach—65c per bu. for home grown.

Tomatoes—\$1 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.

Saginaw—The Booth & Boyd Lumber Co. last week received 500,000 feet of lumber by schooner from Georgian bay. This company obtains the bulk of the 30,000,000 feet of lumber it handles annually from the upper lake district. This year, however, it has bought heavily in Canada.

Carl Orwant has retired from the firm of C. Orwant & Co., grocers at 86 West Bridge street. The business will be continued by the other partners, Sarah Orwant and Oscar Orwant, under the style of S. Orwant & Co.

Oscar Peterson has opened a grocery store at Trufant. The Worden Grocer Co. furnished the stock.

The Verhey Noorthoek Lumber Co. has increased its capital stock from \$10,000 to \$15,500.

The Grocery Market.

Sugar—The market is without change as to price. All of the refiners are firm on the basis of 5.15c.

Coffee—All low grades of Santos are well cleaned up. The demand from the grocery trade has continued very satisfactory and prices are holding on a very firm basis, both here and at primary points. Mild coffees are firm. The total crop of milds is estimated to be 600,000 bags less than last year and may fall short of actual consumptive requirements.

Canned Goods—The tomato market is about the same as last week and prices remain the same. All grades of corn are well cleaned up and stocks are small, but prices hold very firm. The unfavorable reports from Michigan and Wisconsin of the growing crop of peas has had some effect on the market, which is much firmer than last week. String beans are not in a large demand, but prices are quite firm. The demand for canned fruits is reported to be much heavier than a year ago. Gallon apples are holding firm after the advance of two weeks ago. The sale on California futures has not been very large as yet, but spot goods are moving well. Prices on the 1910 pack of California fruits are firmly held and packers are withdrawing prices on cherries. Prices on spot stocks remain the same as last week. Markets on Southern fruits are also very firm, but the demand is only fair. Berries of all kinds are sure to be high, as the crop is poor in most states.

Dried Fruits—Prunes show no reduction in price on spot and even a slight advance in future, although some sales of futures have been made at $\frac{1}{2}$ c decline. This year's sales of future prunes have up to now been exceedingly light. Peaches are dull and unchanged, both spot and future, as indeed are apricots. There have been some large sales of raisins in the West, but the East has been continuously dull. Prices show no improvement. Currants are in fair demand and prices unchanged. Other dried fruits are dull and unchanged.

Rice—Prices are very firm, especially on Japan sorts. The crop reports from the South this week are to the effect that the harvest will be late. The acreage is estimated to be about 25 per cent. less than last year.

Cheese—The market is active at $\frac{1}{2}$ c advance over a week ago. The demand is very good for speculation, the bulk of the cheese now being made going into cold storage. The consumptive demand is also fair and the quality of the cheese arriving being very fine. No relief from the present high prices is expected for a week or two at least. Only the large demand for speculation is holding the price up.

Syrup and Molasses—Glucose is without change and compound syrup is seasonably dull at ruling prices. Sugar syrup is fairly active at unchanged prices. Molasses quiet and without change.

Matches—The Diamond Match Co. has made a change in its contract with wholesale distributors, the object being, it is said, to eliminate any

question of the company's right to name the price for which jobbers must sell its goods. Under the new contract the match company consigns its goods to jobbers on a commission basis. The jobber does not actually pay for them until they are sold. The new system means that the match company retains ownership of the goods until they are in the hands of the retailer. In this way it will be in better position to meet any sudden price reduction by its competitors.

Provisions—The demand is seasonable and fair. Pure lard is steady and unchanged. Compound is in liberal supply and the market is barely steady. Canned meats are firm and in seasonable demand. Barrel pork is in short supply and good demand. Dried beef is steady and unchanged.

Fish—There is a fair demand for mackerel, which rule about unchanged. Cod, hake and haddock are quiet and unchanged. Domestic sardines are unchanged and inclined to be firm by reason of light catch. Imported sardines are unchanged and dull. Spot salmon shows no change, being scarce, firm and very high, especially red Alaska. Future salmon has sold well, only Columbia River having opened.

The Boys Behind the Counter.

Kalamazoo—H. E. Lintz, of Kansas City, Mo., has been appointed buys and manager of the dress goods and silk departments at Gilmore Brothers. R. P. Harris, who for some time has been in charge of this department, will assist the store management as floorman, and other detail work which the enlarged premises and an increased business now demand and make necessary.

Hart—Ernest C. Miller, for the past three years the pharmacist at Noret's drug store, has resigned to accept a position as traveling salesman for the Badger Candy Co., of Milwaukee.

Four More Who Pay the Freight.

Port Huron, July 12—The following manufacturers have become honorary members of the Retail Grocers and General Merchants' Association of Michigan since the last report:

O. & W. Thum Co., Grand Rapids.
 Shredded Wheat Co., Niagara Falls, N. Y.
 Computing Scale Co., Dayton, Ohio.
 Moneyweight Scale Co., Chicago.
 J. T. Percival, Sec'y.

Chesaning—Local business men have organized a stock company and purchased the Chapman flour mill at this place. The mill was established in the forties and with the sale goes the water rights and dam which the village considered buying last spring for the purpose of installing a water power plant. Mr. Chapman has been one of the owners of the mill for the past twenty-five years and retains some stock in the new company.

Carl Orwant has engaged in the grocery business at 115 West Bridge street under the style of the Reliable Grocer Co. The National Grocer Co. furnished the stock.

THE SODA FOUNTAIN.

Practical Suggestions On Its Care and Management.

The topic "Advertising" is a subject so tremendous in its scope that I have a feeling akin to that experienced when I stood on the brink of the Grand Canyon in Arizona and looked across a crevasse thirteen miles wide. I looked down on the gleaming Colorado three mile away, which appeared like a mere mountain stream chattering on its way to the river, while as a matter of fact it was more than three hundred feet wide at that point and deep enough to float a steamboat. Whichever way I looked, north or south, the myriads of colors, changing with every moment, were appalling, and as I stand before this assemblage to-night and view the advertising field, or the profession of advertising, and see gleaming from its chasms and from its mountain tops its myriads of possibilities I am overwhelmed and scarcely know where to begin or where to leave off.

No field has developed so rapidly or promises more for the future than that of advertising. It has kept pace with electrical engineering, even if it has not outstripped it. In a few short years it has passed out of the realms of fakism and charlatanism into that of professionalism. Advertising is no longer looked upon as a lottery, in which you place your money and kiss it good-bye, hoping that some day by chance you may get it back one hundred times over, and yet deep down in your heart you believe that your money is gone forever.

Advertising is no longer considered even as an expense by the man who wisely views it, but as an investment, and properly so. I can mention to you hundreds of concerns that can sell their advertising investments in the form of a trade-mark name or style of package for a fortune and yet which represents nothing tangible, merely the name and good-will which have been built up by advertising.

There are several forms of advertising; good, bad and indifferent, and worse. These can be divided into two kinds of advertising, the profitable and the unprofitable. A druggist who buys space in his daily paper and fills it with trashy copy is no more entitled to success than he who would fill his window with a lot of soiled and inert drugs and remedies. Either is valuable just in the proportion that you fill it properly. The use of poor copy in good mediums is just as foolish as putting good copy in poor mediums. Altogether too little attention is given to the character of the copy that goes into the space. If you put \$25 worth of copy into a \$100 space it is much more likely to bring you returns than a 50 cent piece of copy in a \$500 space. Load your gun to suit your game; don't go gunning for snow birds with a Winchester rifle, or for bear with a toy pistol. Do not advertise French perfumes at \$1 per ounce in the mill district, or Epsom salts at 5 cents per pound to the millionaires of your city. These are

homely truths crudely expressed, rather than any attempt to teach you how to do advertising. You can not master Greek until you have learned your A B C's, but it was necessary for you to study your alphabet in order that you might take your university degree. You must give your advertising careful and serious study.

For the sake of discussion, I will again divide advertising into two heads, mere publicity, and salesmanship in advertising. Not many years ago the mere announcement of John Jones, the leading druggist of Jonesville, or William Smith & Co., the old reliable druggists, was sufficient, and to go beyond that would have been beneath the dignity of the pharmacists. To a certain extent that form of advertising is valuable now, but it isn't sufficient.

The druggist show commendable enterprise and shrewd business foresight who avails himself of the painted boards or fences along the thoroughfares entering into his town, advising the public that the "Peoples Drug Store" is on the corner of Main and Market streets, with drugs and seeds and soda water. But you are only then laying a foundation for a profitable expenditure of your advertising appropriation.

Now for a moment we will consider the selling feature of advertising.

Advertising has been defined as salesmanship on paper. This is but partially true, for it is that and more. Advertising is the science of creating a new want or making the other fellow feel about some particular article as you feel about it yourself. A sale does not necessarily take place in your store, or in a man's pocket-book. It must first be consummated in your prospective customer's mind before the money passes over your counter into your cash till.

Good advertising is the science of dealing in specifics, rather than in generalities. Tell them in your copy in specific understandable terms just what you want the public to know about the article that you are endeavoring to sell. The avoiding of technical expressions and big words is absolutely necessary.

The following homely illustration needs no special application upon my part.

"John," said the farmer to his son, who had just returned from one of the eastern universities, "I have given you the best education the college had in the shop?"

"Yes, sir," said John.

Never stood back for any expense, have I?"

"No, sir."

"You speak six different languages, don't you?"

"Yes, sir; fluently."

"Um-huh, so far so good. Now listen to me. See that mule out yonder? I want you to get him and plow that cornfield over there. Now don't swear at that mule in Greek, don't use any Latin terms on him, or fling no French at him. Use the old Georgia dialect that you and the mule was raised to. He will understand it better, and it is my opinion that

mule won't stand any college foolishness."

The public, not unlike the mule in that particular respect, does not care for any highfaluting foolishness. It may gratify your vanity but it don't sell goods for you.

I want to say just a word or two regarding an oftentime neglected part of your business and one that responds to attention possibly more rapidly than any other department of your store.

I refer to the soda fountain. It hasn't been many years since the soda fountain was looked upon by the average druggist who had one as a sort of nuisance, necessary, possibly, because his neighbor down the street had one, patronized mostly by servant girls and small children, and used as a sort of lagnappe to induce people to come to the drug store for other purposes. It would be iced in the morning, provided the ice man came around and stood at the front door and insisted on leaving 100 pounds of ice. It was opened reluctantly in the late spring and closed with pleasure in the early fall, and left in dust-covered neglect throughout the winter.

Of course, the soda fountain did not pay. A gold mine averaging \$250 of gold to the ton of ore would not pay if operated so indifferently. But that day has passed and the majority of the druggists run their fountains with at least a fair amount of intelligent attention.

Some months ago I stepped into a very well-kept drug store. I walked to the soda counter. No one was in attendance and I was forced to wait two or three minutes before a young man came from behind the prescription desk and enquired as to my wishes. I was just on the eve of going out, therefore was impatient. A bad impression had already been made on me. I ordered a glass of Coca-Cola. The young man drew it and served it to me. Upon raising it to my lips I detected a strong odor of an essential oil that I knew to be absolutely foreign to Coca-Cola. I set the glass down and asked the young man what was the trouble, and where he had obtained this Coca-Cola. He gave me the name of a certain well-known and absolutely reliable jobber, and I then asked him what he had done to it. I was assured that he had done nothing to it. I then told him my cause for complaint. He apologized, explained that he was making up a prescription and he guessed he had spilled some of the oil on his fingers. Do you suppose that I would go back into that drug store again for a glass of soda water, yet that drug store was located where, with proper attention and intelligent advertising, the soda business could have been built up and made to exceed many times the business of the prescription counter. Of course, that druggist had a poor soda fountain trade, and he complained that times were hard and that would close his soda fountain down early in the fall and that soda fountains "weren't no good no how."

A short rapid-fire history of the

developments of the soda fountain trade will doubtless be of interest to you.

The Soda Fountain.

The history of business is full of wonderful stories even more remarkable than Aladdin and his Wonderful Lamp. Among all the marvels of modern business nothing surpasses the growth of the soda water industry from insignificance a few years ago to its present mammoth proportions.

I am told by the Liquid Carbonic Co. that there are to-day more than 56,000 soda fountains in the United States, and it is safe to presume that half of these soda fountains are now operating carbonators or supplying their own carbonated water. Most of you remember the old days when you used to make gas by disintegrating marble dust with sulphuric acid, and the inconvenience of the cumbersome old generator with its attendant dangers, etc. No wonder that soda water in those days was not a success.

It remained for a young druggist, Jacob Baur, who ran a drug store down in Terre Haute, to find the key that would unlock the door to the Aladdin-like wonders that are so familiar to you all. I refer to the liquefaction of carbonic acid gas. This product at first was far from satisfactory but Mr. Baur kept at it and others followed. The result is to-day that you are able to obtain in convenient drums practically pure CO₂. This combined with syrup made from pure fruit juices makes to-day what is incorrectly called soda water, but which is in fact a temperance champagne.

Development of the Fountain Itself.

In this wonderful age of mechanical improvements we take many things for granted. We look at the magnificent front counter icless fountains built of costly onyx and marble, plate glass and mahogany, with their battery of silver pumps, almost as a matter of course, forgetting that this perfect dispensing machine of to-day is the result of a slow and painful evolution from fountains which were primitive in the extreme. The early days of soda water are somewhat shrouded in the mystery of controversy. Away back in the days before the American Revolution, Professor Venel, of Montpellier, France, laid before the French Academy of Sciences a new drink which he combined by mixing two drams of soda and "marine" acid in a pint of water. Carbonic acid itself was discussed by a Belgian chemist, Professor Van Helmont, in the early part of this century. Dr. Jos. Priestly, in Leeds, England, produced a carbonated beverage by pouring water briskly back and forth between two small vessels held in a layer of carbon dioxide. In 1770 Professor Bergman, a Swedish chemist, succeeded in producing carbonic acid gas. In 1810 Simmons & Rundell of Charleston, S. C., were granted a patent for saturating water with fixed air.

John Matthews, of New York, in 1832, placed on the market the first perfected soda water apparatus. Puffer, of Boston, followed in 1844. Three years later Wm. Gee, of New

York, began the manufacture of many improvements that are still used this day for dispensing as well as for bottling soda water. G. D. Dows, a Boston druggist, patented the first marble soda water apparatus in 1854. It was a sort of tombstone looking affair. This was used for many years, until Tufts transformed his tombstones into cottages. Later Heron, of Chicago, brought out the removable tilting syrup jar. This was the first step in the march toward the modern sanitary soda fountain. Then came the "Innovation," brought out by the American Soda Fountain Co. in 1903, with its removable syrup containers and graduated pumps instead of the old gravity system. And later the wonderful iceless fountain.

Soda water really received its first impetus at the Centennial at Philadelphia in 1876. Lippincott and Tufts paid \$50,000 for the exclusive privilege of serving soda water within the grounds. Thousands who visited the exposition tasted for the first time the delights of the great American beverage; and the advertising of the soda fountain industry was of incalculable benefit in popularizing soda water throughout the country.

Wholesomeness of Soda Water.

Most of you are familiar with the attacks that have been and are being made upon soda water and soda fountain beverages generally by the liquor interests. Newspaper articles of the most venomous character have been published, in which the public is warned against the soda fountain as a veritable death trap. This sort of publicity, while doing temporary harm to the cause of the carbonated beverage by alarming people who do not think for themselves, can not arrest the steady forward march of soda water dispensing. I believe it is the duty of every one of you gentlemen to do your utmost to show the people of your community that soda water is a wholesome beverage. You know, as I do, that here was a time when most of the so-called fruit syrups dispensed at soda fountains were not fruit syrups at all, but were made synthetically out of various substances, but you and I now know that fruit syrups of to-day are actually made from selected ripe fruits, under conditions of scrupulous cleanliness, in establishments where purity is paramount, and with a conscientious regard for the wholesomeness of the product. This brings us down to date, confronted with the question as to how best to advertise the soda fountain and make it a prominent feature of your business.

Cleanliness.

It seems altogether unnecessary for this feature to be urged, but look back for a moment and think, in your own acquaintance of the number of soda fountains that could be vastly benefited by more careful attention to cleanliness. Would you care to be served with a glass of ice-cream soda by a man who lacked every essential of neatness, whose coat and apron looked as if they had not visited the laundry in many days, and who stood in a loblolly of slops, lemon peelings and other refuse of the soda fountain

that had been thrown down under his feet, or when served with a glass of soda water see trickling down the outer edge of the glass the smear of black that had come from the soiled hands that handed you what should have been a delightful and refreshing and altogether harmless beverage?

Quality.

Of equal importance is the quality of the products that you serve from your fountain. The time was when you could serve from a disreputable looking little marble box, flat carbonated water, flavored with syrups made from essential oils, and your business suffer no material loss, because it was not big enough for the loss to become material either one way or the other; but do not go to sleep over the fact that that day has passed, and your soda fountain to be successful must not only be immaculately clean, but you must serve to the public the highest quality of stuff, and substitution or dilution or manipulation at your soda fountain will react on every department of your business. I would be unwilling for a druggist to fill a prescription for me who I knew resorted to such practices at his soda fountain. If a man calls for Hires' root beer he is entitled to be given Hires' root beer, or be told that it can not be supplied, and the druggist who practices deception behind his soda counter is mighty apt to allow it to creep into his laboratory and prescription counter, and should not feel chagrined if he himself is robbed by his clerks before whom he has set an example of dishonesty. One illustration will suffice.

In one of the leading Southern cities, ten years ago a man did business who had made a reputation statewide for the high character of his soda trade. He was rapidly growing wealthy. Spoiled by his success, he concluded that he could hold his trade under any conditions. His first step was to begin adulterating his Coca-Cola with a pint of simple syrup to the gallon. It was not long until it became a quart. That led him to the belief that he could make it himself. In less than two years, on account of a rapidly diminishing business and increased rent, he was a bankrupt, and when another man took hold of that location he found that the Coca-Cola business had dropped from ten gallons per day to less than one quart per day. You will pardon this reference to my own business, but to my mind it is one of the most striking examples of that old saying that honesty is the best policy that I have ever known. It is not only the best policy—it is the only policy.

As essential to the soda water business, keep your fountain clean and the character of the stuff that you dispense above reproach, but that alone isn't sufficient to bring you success. You must advertise.

To advertise the fact that you dispense cold soda water is altogether inadequate. It is no more effective than firing off a blank cartridge. Make the public realize that you not only have an absolutely clean fountain

and that you not only dispense the highest quality of syrups at your fountain, but that you have some reasonable feature that will tempt their appetites or quench their thirst. What could be more tempting to a thirsty passerby than an attractively painted sign showing a lime, cut in half, and a large thin glass filled with overflowing and straws in it, advertising your lemon, lime and lithia for 5 and 10 cents; or what would more effectively bring customers to your soda fountain than a handsomely painted card displaying a box of fresh strawberries early in the season, a saucer of rich strawberry ice-cream reproduced on the card and the seductive invitation to come in and try a plate of strawberry ice-cream made from fresh fruit and pure cream from some well known dairyman.

Don't waste your ammunition by firing into the air at random by telling the people that you have a drug store or a soda fountain or a prescription counter, but give them some specific reason for them to come to your store and spend their money. Ruskin once said, "Better the rudest work that tells the story than the richest that has no meaning."

As a retail druggist, you may not be able to compete with the great advertising concerns on the point of excellence of copy, but you can at least tell a story that will be convincing. That is the kind of advertising that brings money to your tills.

Be enthusiastic over your business. No great feat was ever accomplished without enthusiasm. God bless the enthusiast; although he may go stumbling over the rough places of this old world with his head in the clouds he causes us all to look up and at least catch a glimpse of the beauties that he sees. You may have the finest apparatus in your city; you may have the most attractive drug store in the city, but you must put into that business that enthusiasm which sweeps away all opposition before you can make it the business that the opportunities admit of. That splendid sixty horse-power motor car standing out there on the street a thing of beauty that will carry you flying through the boulevards of this city at a rate of sixty miles an hour, would be useless if it were not touched by the electric spark of enthusiasm. The gasoline in its tank is noth-

ing more than so much inert matter until it comes in contact with that wonderful spark of electricity, but when the two are combined they propel that great machine along at a terrific rate. So will intelligent enthusiasm act as a motive power to carry you up the great hill climb for success. See that your intellectual powers, your natural ability and your proud standing in the community are touched with the spark of enthusiasm in your business. If such be the case only the most liberal success will be yours in the coming years.

S. C. Dobbs.

Purpose Prevents Failure.

When a man is sufficiently in earnest he won't balk at any sacrifice or trouble-taking that may be necessary for the attainment of the object he has in view. It is only the men who are half in earnest who stumble at obstacles instead of clambering over them somehow.

Lincoln offers an inspiring example to men who wish to develop a facility for hard and purposeful work. At a time when the most exacting demands were put upon his time and strength, he applied himself to the exhaustive study of higher mathematics in the hope that the training thus obtained would develop the logician in him and strengthen his powers in debate. Probably he was about as busy a man as the average salesman and after a hard day of physical and mental labor would have preferred rest and recreation to the task of poring over text books. The good sense of the course he chose, however, was proved when his ability in debate roused the whole North to partisanship in the cause he advocated. He attributed his success in this line directly to the patient preparation he had made in studying the subject best calculated to train the reasoning faculties.

It is possible for every salesman to follow this example of determined perseverance in striving for success, if he sets his will to the task. When "the other fellow" is recuperating his spent nerves at the poker table, or resting himself by a seven-mile tramp 'round and 'round a billiard table, why not take your recreation in studying the literature of your house and the selling methods of other men?

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Grand Rapids, Mich.



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E. A. STOWE, Editor.

July 13, 1910

THE PLAYGROUND.

With the growing favor of public playgrounds the city child is entering upon a new career, one which can scarcely fail to be as profitable as enjoyable. Through the careful training of the instructors he is enabled to compete physically with the farmer's boy, who rides horses to water, climbs trees and breaks the calves to the yoke. The fresh air invigorates and the various employments strengthen the body.

It has been one of the great menaces to city life that many are restricted to the pocket handkerchief lawn; that the green sward is only for the rich to revel in. Many can not afford to leave the city, yet feel compelled to do so on account of the little folks. The innovation has an industrial significance of no little import.

Under the new plans games and, in some instances, manual training enter into the regular play. The mischief which is one of the inevitable companions of lack of employment is turned into a thing of profit. The children who played in the streets until the street car and auto drove them into the sweltering houses are now assigned to a spot where tuberculosis and other germ bearing diseases do not lurk.

The cost of maintaining playgrounds is less than that of jails. The plan is building up a course in good citizenship. The time and money spent in instruction will bring rich returns in the impulse given to young Americans for wholesome exercises. The parks have for many years furnished a breathing place to those unable to leave the city, but the signs, "Keep off the grass" and "Pick no flowers," were as so many shackles to the lover of Nature. The playground extends privileges which the park refuses. Its invigorating influence will help those of limited means to stay in the city in comfort; and to every participant it offers enjoyment and discipline.

SIMPLY WAITING.

"All things come to him who waits" was not a motto designed for the tradesman, although his demeanor may sometimes lead us to the im-

pression that he thought it especially dedicated to him. We have all seen the lounging clerk, possibly willing enough to show any article asked for yet it is necessary to coax him along at every turn. He evidently labors under the mistaken notion that you are the leader and that he is simply executing your orders.

Quite the reverse is the young hustler who has already gained many new customers. He knows that waiting does not answer. You may be entirely ready to serve, but then it is up to you to attract your patrons. Draw them in. If one method does not do the work fast enough try another. Change your show window frequently and note the effect. Some styles will interest more than others. Profit by the popular taste and adapt yourself to it. Let people know what you have and how you are selling it.

"There is dew in one flower and not in another," said Beecher, "because one opens its cup and takes it in, while the other closes it and the dew runs off." The dew of trade is shed over the various stores. How much is condensed within your own depends entirely upon how you strive to collect it. Working rather than waiting is the sesame which opens the way to profit. Publicity must be courted. We must let people know where we are and what we are doing. But this is not enough. We must show them that we are in earnest; that we are really workers; that we want their patronage and are bound to prove ourselves worthy of it. "From the same materials one builds palaces and the other hovels; one rears a stately edifice, while his brother, vacillating and incompetent, lives forever amid ruins." The one works while the other waits. Do not wait for trade, but rather work for it. Waiting exhausts the patience and brings meager returns.

BE ON TIME.

If you can not be punctual to the minute it is better to be ahead of the time than behind it. The one who is habitually behind time loses many of the best bargains of life. He loses the respect and confidence of his fellowmen; he loses faith in himself. If you have a disagreeable task awaiting you the easiest way to get it off your hands is to do it at once. "Promptness takes the drudgery out of an occupation." The man who is a little behind time is obliged to hurry so much that he has no time for the beauties of life as he goes along. He misses the comfort of the one who can take things more leisurely, and he makes himself the object of amusement for others simply because he is always compelled to do things on the run.

If he is behind time in ordering goods he loses the cream of the trade. If he is behind time in announcing a new consignment he likewise misses the seasonable custom. If he is behind time in delivering goods to customers he loses their confidence. If he is behind in paying his bills he loses the advantage of the discount. In fact, it sometimes seems as if the man who once falls behind

is soon enveloped in a series of obstacles little and big.

Did you ever know of any truly great man who was not noted for his promptness. When Raleigh was asked how he could do so much in so short a time his answer was, "When I have anything to do I go and do it." "Note the precision," says Everett, "that leads the earth over a circuit of five hundred million of miles back to the solstice at the appointed moment without the loss of one second—no, not the millionth part of a second—for ages and ages of which it travels that imperiled road." Think what might have happened had not it and the rest of the solar system been run strictly on time!

SAVING THE EYES.

The eye is daily subjected to many gross abuses through carelessness. We are shocked to see so large a number of comparatively young people wearing glasses; and yet those versed on the subject assure us that many still in the schools should wear them, yet little suspect their need. Despite the growing demand for glasses there is still the omnipresent violation of Nature's rules and often of the rules of common sense.

One of the most utter contradictions of Nature's law is the reading of the daily paper on a moving car. True, the newspaper man has grown so kind as to condense into a large headline the substance of the story. Still, if it is one of personal interest the details are followed without regard to the constant jolting, the necessity for continually readjusting the eye in order to get the complete story. No regard can be paid to the direction in which the light comes. If it comes at all in sufficient quantity there is cause for congratulation.

The eyes may be tired after a day's work. The evening sheet can not be omitted and it is skimmed over under the same disadvantages, plus that of fatigue. One must be posted on the general news, no matter what the price.

The evening light may be poor or illy adjusted. Artificial light is cheaper than eyesight. It is the wildest waste of economy to cut short this source. If one table is insufficient for a large family to gather about conveniently do not hesitate to establish two; a single treatment by an oculist far overbalances the added cost. Scrupulously avoid all quacks. Never use the eyes when they are tired. Work them always at the best possible advantage.

THE GREATEST LEGACY.

The great strife in moneymaking is not so much that we may enjoy our wealth as that we may be able to leave a goodly inheritance to our children; to furnish them with the substance which will render the battle of life less irksome for them than it has been for us. Yet in this struggle we sometimes lose sight of the fact that the greatest inheritance contains neither gold nor jewels.

Character is the primary element in the legacy which is worth bequeathing or receiving. It is the nucleus around which all real worth

centers. "Character," says Holland, "must stand behind and back of everything—the sermon, the poem, the picture, the play. None of these is worth a straw without it." And he might have added what was really implied—that it must be back of the man who is to be a real success in life.

Every child has the right to a good physique and right living is solving some of the problems of physical culture. The sound mind has a legitimate claim to a sound body. To these should be added the best education which can be afforded.

If these are supplemented by the material gain which paves the way to affluence, the ability to take care of this wealth, to add to it and, most important of all, to distribute it for the highest use of humanity, well done. This is really the chief end in the business of money getting. We may leave millions, yet if the recipient has not been trained to proper values it were better to have cast it into the sea. If it is not building up the human race it is crushing it down. Teach the boy how to earn money, but, most of all, teach him how to spend it wisely and honestly. The legacy which builds character, which is formative rather than destructive, is the one of real worth.

GIVING AND TAKING.

Life is a continuous round of giving and taking. We receive a favor from another and give one in return. Because we have no opportunity to help the one who aided us does not relieve us from the obligation. Some one else will need us, and thus the balance is maintained.

Even among savages we may trace the reciprocity system, crude, perhaps not always just; yet it is there. As civilization has progressed it has made corresponding strides until we have a complicated system of mutual dependency. Every neighborly act is an illustration of it. Every commercial transaction is but reciprocity placed on a business basis, a material illustration of mutual obligation, mutual dependency. Every act should be of such a character that both parties will be mutually benefited.

The greater the specialization the more are we inclined to lose sight of the fact that lie in its highest sense, financial as well as ethical, is but a system of giving and taking. In the country store the farmer exchanges his butter and eggs for the supplies of the family, but in the larger establishments all things are transacted upon a cash basis. Yet the mutual relations are as binding, be the medium produce, cash or checks.

In the strife for commercial barter we are prone to overlook the civilities and the little kindnesses of life. The fresh flower, the cup of cold water, the pleasant look and the kindly word are not forthcoming. We are in the business of taking so fully that the one of giving is becoming obsolete. In trade we demand value for value; but in the little courtesies of life we should be as liberal as we can afford, resting on the assurance that it will come back some day with interest.

MEN OF MARK.

D. H. Day, President Western Michigan Development Bureau.

Fortunate is the man whose nature is such that he is ambitious of no greater fame than that of a good, thorough-paced citizen in the neighborhood where his lot is cast. If a man must be famous above the common citizenship, fortunate is he who acquires that distinction through notable and good works, in some quiet rural locality or small urban center, where fame must rest on substantial character, the faculty of doing things with a masterful hand, a reputation for honesty of purpose and the uninterrupted exercise of a helpful public spirit.

No man reaches a more enviable and superior position in a community than he who is an early settler in a new country, who through courage, patience, industry, faith in the future, persistence under adverse as well as favoring circumstances, with ambition to succeed, all united in good mental capacity, becomes the most prominent citizen of the place. Prominence in such a community and under such circumstances means something. As a rule a reputation as first citizen in a small town or city is acquired by means that are well known in the neighborhood and the successful man is respected for what he has accomplished. If he be a man who has helped his neighbors to get a living and to prosper in a community, he is revered for the benefit he has thus conferred. If he has been public spirited and has taken the lead in all measures for the advancement of local improvements, education, the preservation of the moral tone and all that conduces to the prosperity and good of society, he is esteemed as a public benefactor and the prominence and good opinion that he thus acquires are the sort that must add to his appreciation of life and the pleasure he must feel in living.

Fortunate is the man who, after becoming the principal individual in a quiet locality, removed from the great centers of population, activity and wealth, is wise enough to stay where he has acquired a local eminence. There have been thousands of men who, having gained some wealth and a local name, have been induced by a vaulting ambition to go to some great city with the expectation of securing a larger measure of success and fame. Such individuals generally become lost in the metropolitan jungles and lose what reputation they enjoyed in their old homes. A few acquire great wealth, but that is no especial distinction where there are so many who are rich, many of them through questionable methods.

The following sketch is about one of the wise ones, who made a success of his undertakings in a quiet part of Michigan, and who has lived for years in the enjoyment of a competency secured by steadfast devotion to his pursuits, has become the chief man in a thriving little town and can look out upon his thousands of acres of forest and farm with

much more real satisfaction than the great man of the city can gaze upon his lofty architectural monuments, smudged with smoke and grime—the prison houses where thousands toil from year to year with no hope of ever gaining independence or a station in any home community where dwell peace and plenty.

David Henry Day, of Glen Haven, is the man of whom we write. Glen Haven is a small but prosperous place in Leelanau county. It lies snug and smug south of Sleeping Bear Point, that huge sand ridge that juts out into Lake Michigan, white and barren, except for a peculiar spot of verdure which, as seen from a steamer's deck, looks like a sleeping bear. Sleeping Bear Bay indents the shore line southward from the point so that

els, lakes, ponds and streams, surrounded by the deep lake waters on three sides. When viewed from Judge Ramsdell's little mountain, just west of Traverse City, it presents a panorama of marvelous beauty with its uneven surfaces, its variety of color in forest foliage and farm landscape, its silver lakes, bays and streams—a veritable natural park that an Olmstead would admit was far beyond his art. It is a land so attractive that the pioneer settlers have always loved it as the Highlanders and the Swiss love their hills, mountains, lochs and lochens. It is a land of fine original timber growth, and although much of it already has been cut off a good deal is left, and numerous mills are annually turning out a large total of maple, elm,

and cousin of Gen. Sam Houston, the liberator of Texas. When David Henry Day was a boy and youth he attended the public schools of his native city and thus acquired sufficient education to make his way in the world as a worker in any ordinary avocation. Like a good boy, he stayed with his parents until he was 21 years old, as was the fashion thirty years ago, when, like many others in Northern New York, he was attracted by the possibilities of the region known as "Up West" and went to Wisconsin, a State that was a favorite objective for Northern New York emigrants. He found employment at Milton Junction, west of Milwaukee, in the office of the American and United States express companies. In this position he remained three years, when he secured employment as cashier of the American Express Co. in Milwaukee. He held that position for only a short time, leaving it to secure a more advantageous one in Detroit, where he became passenger agent of the Northern Transportation Co. He acted in that capacity three or four years. The company of that name had a fleet of duck shaped steamers which plied between Ogdensburg, N. Y., and the upper lake ports, the western terminus of the line being Chicago. These boats were small and not very impressive as seagoing craft, but they did a great deal of business in the passenger and freight lines. They were popular with people of limited means who wanted to go West, the fare from Ogdensburg to Chicago having been but \$12 for first class, with mighty good board thrown into the scale. They were safe, too, as they began early in the season and worked late, and if ever a serious catastrophe happened to any one of the score of boats the writer never heard of it. These steamers called regularly at Glen Haven for potatoes, wood, fish and other supplies, carrying away freight, and doubtless this is how Mr. Day at length found himself a citizen of that burg.

His arrival at Glen Haven was in 1878. He had joined with others in the purchase of the transportation company's business at Glen Haven, probably consisting of a pier, warehouse, store, wood trade, etc., although our data give nothing definite about the properties involved. The result of this purchase was the formation of the firm of D. H. Day & Co. The firm proceeded to engage in lumbering and general merchandising and also in the general transportation business. In process of time it owned and operated the Northern Michigan line, including the steamers Lawrence and Champlain, which ran between ports on the northeast coast of Lake Michigan and Chicago. Afterward the Champlain was sold to the Seymour brothers, of Manistee, and P. J. Klein, of Milwaukee.

After the Northern Transportation Co. disposed of its fleet of steamers, or "propellers" as such screw wheelers were then called, Mr. Day went to Traverse City and was employed there by Hannah, Lay & Co. as su-



D. H. Day

there is some protection for the town and harbor from the north winds.

Glen Haven was once a stopping place for steamers passing up the lakes from Ogdensburg, Buffalo and other lower lake points to Chicago and Milwaukee. It is here that the captains took on potatoes and fish which for their excellence were the delight of the hungry passengers. Here, too, the boats received a supply of wood in the days when steam was made with that kind of fuel. At the head of the Bay is Glen Arbor, another of those quaint and interesting places that keep out of the woods in unique and sequestered spots in the scenically beautiful Grand Traverse region.

Leelanaw county, a peninsula between Grand Traverse Bay and the big lake, is an area of great variety of landscape and natural features. It

is a section of hills, low lying levl- basswood, beech and other hardwoods with hml-ock and an occasional bunch of pine. Farming has made much progress in the sylvan county within the last twenty years, and fruit growing has been successful to a surprising extent, considering the northern latitude of the locality. In this peculiar, beautiful and highly favored corner of Michigan Mr. Day's lot was cast when he was in the prime of manhood and here he has won all the success that any reasonable man could desire as reward for honest effort.

David Henry Day was born at Ogdensburg, New York, July 10, 1854. His parents were David and Jean (Houston) Day. His father was a native of New York and his mother's parents were people of the north of Ireland. She was the sec-

perintendent of that famous firm's lumber department. He remained in this important position until the firm sold its pine lands and closed out its lumber manufacturing business, when he returned to Glen Haven and bought the sawmill plant there, Perry Hannah backing him in the enterprise. From this initiative his present prosperous business grew.

Mr. Day's sawmill is situated on Glen Lake, a considerable body of water which lies back of Glen Haven. Its owner has not sought to operate the biggest mill in the region, for in fact the nature of his log resources does not demand a plant of the greater capacity. The cut is largely hardwoods and the object aimed at is to turn out excellently manufactured lumber rather than to swell the output to record proportions. The mill is of modern type and is equipped with machinery as good as can be found anywhere in the Grand Traverse region. The capacity of the mill is 20,000 feet of hardwood and 30,000 to 35,000 feet of hemlock a day, or 50,000 to 55,000 feet in all, which is a sizable mill for that region, cutting a variety of timber. A tramway connects the mill with the pier at Glen Haven, where the lumber is loaded into boats for transportation to the several markets on the lakes. Being located on Glen Lake the position is handy for holding logs and floating them from points on the lake. Logs are derived from Mr. Day's lands and by purchase from farmers in the surrounding country. For log towing purposes Mr. Day has a tug, named for his daughter, Alice J. Day. He owns about 5,000 acres of land, largely forested, and he estimates his log supply as sufficient to keep the mill running for twelve years.

The manufacture of lumber is not the whole of Mr. Day's business, however. He conducts in Glen Haven a good general store, in which is carried a large and well selected line of goods. This store does a good business in the town and with people in tributary country. He also owns a farm of 400 acres, which is carried on according to the latest methods of improved agriculture. The cultivation of fruit is an important feature of his farming and in it he has been very successful. He has an apple orchard of 3,000 trees which are in excellent bearing condition, the sales of apples amounting to gratifying figures most years. A cherished feature of Mr. Day's farming operations is the breeding of Holstein cattle, of which he has a fine herd.

Mr. Day is the postmaster of Glen Haven and is the foremost man in the place in all respects. He takes pride in promoting its interests and has done much for the good of the community. He was one of the promoters of the Northern Michigan Hardwood Lumber Manufacturers' Association and was its President for several years. He also took an active part in the organization of the Western Michigan Development Bureau and has served as its President for the past two years. When he came to Glen Haven he took an active

part in erecting the telegraph line from that place to Leland. He also secured the establishment of the life saving station at Sleeping Bear Point. He was instrumental in having the telegraph cable laid between Glen Haven and South Manitou Island by way of Sleeping Bear life saving station. This long mooted work was greatly desired by mariners, as it is very advantageous for signaling, for weather reports and general information between the Manitou, which is a place of shelter, and the mainland.

Mr. Day is carrying on a forestry proposition comprising 1,400 acres. This proposition was established by him forty years ago, when he first went to Leelanau county, and it is to-day the finest example of reforestation in Michigan. He is naturally very proud of his success in this line, especially so as it has come to be regarded as the highest type of forestry work.

Mr. Day's domestic relations began on December 20, 1889, on which date at Empire, Leelanau county, he married Miss Eva E. Farrant, of Kasson township, in the same county. The family includes six children, Alice Jean, Eva Houston, Margaret Thompson, David Henry, Jr., Henry Houston and Mary Estelle. The family life has been as enjoyable as it might well be under the circumstances and amid surroundings that are ideal for those who are satisfied with that which is healthful and agreeable for both body and mind rather than exciting, self-indulgent and inordinately ambitious. Being a fond father, the education and training of his children occupy much of Mr. Day's attention. He is satisfied with home surroundings and desires that private tutors be employed to instruct his children in their studies so that he can have them constantly at home and under home influences. He teaches them the value of money and the importance of self-reliance and requires that his boys earn their own spending money. As soon as they are old enough his daughters assist their mother in the household work. It is safe to say that children thus trained will give a good account of themselves when they become adults.

Mr. Day is a prominent Mason in his part of the State, having attained the thirty-second degree of the Scottish rite, and he is a member of the Mystic Shrine. He is also the oldest member of the Detroit Light Infantry. He is popular and honored in social circles in which he mingles.

One well acquainted with this highly favored and distinguished citizen of the Grand Traverse region remarks that his life has been a very busy and useful one. He has been a most important factor in developing the resources of his part of the State and in its progressive work along the lines of permanent improvement. Through his business interests he has brought his section into close connection with outlying districts and with the large cities where markets for products have been secured. Thus his efforts have

been of great value to his section and to his fellow citizens.

Mr. Day is a man of distinct and positive individuality and of marked sagacity and undaunted enterprise when he has seized on a feasible scheme, private or public. In manner he is genial, courteous and easily approachable. His career ever has been such as to warrant the trust and confidence of the business community, and his activity in commercial and financial circles has been closely and prominently identified with the history of Leelanau county.

Held Up By Your Friend.

You meet a friend on the street who asks you to stand up somewhere and partake of a little liquid refreshment at his expense. Then he leads you into a quiet corner where there are a table and a couple of chairs and keeps you corralled for an hour, entertaining you with a variety of conversation, none of which puts any money in your pocket.

You would call for the police if anyone stole your pocketbook; you'd shoot the man who broke into your house and tried to carry off your silver; you'd risk a bullet to save your watch from a hold-up man. But your time, the most valuable thing you possess—your time, the raw material out of which you can make, if you use it properly, a thousand watches or a row of houses with a rent roll—this you will let any casual acquaintance hold you up for at any time and you will throw in a cheerful smile to show there is no hard feeling—if he merely takes the precaution to begin by asking you to have a drink. Your time is your capital, your stock in trade. It is the only kind of capital that costs you nothing to get and everything to lose. The successful salesman hoards minutes and hours as a miser hoards gold. The penitentiary of time is a sure candidate for failure.

The Sea's Ventilation.

One of the reasons formerly urged against the existence of living creatures in the abysses of the ocean was the supposed absence of oxygen there. It was deemed impossible that any considerable quantity of oxygen could exist at great depths. But discoveries of recent date have shown that there is no lack of oxygen even at the greatest depths. The explanation is that the cold water of the Polar regions, charged with the oxygen from the atmosphere, creeps along the bottom toward the equator from both poles and thus carries a supply of oxygen over the whole vast floor of the oceans. The surface water moves toward the poles, and so a great system of circulation exists. Were it not for this world circulation, one authority assures us, it is altogether probable that the ocean would in time become too foul to sustain animal life, at least in its higher manifestations, and the sea, the mother of life, would itself be dead.

When a doctor gets sick he knocks his own game.

Pain is often but the dregs of pleasure.

A Wise Old Toad.

There was a wise old toad that lived for more than thirty-six years in a hole beneath the doorstep of a French farm house.

How old it was when first noticed no one could say, but it had probably lived a long time before familiarity with the sight of man emboldened it to rest tranquilly on the doorstep over which persons were constantly passing.

The step became the batrachian's hunting-ground, where with little trouble it might capture the ants which persisted in crossing and recrossing it. The toad, hunting for its supper, came to be regarded as one of the sights of the neighborhood, and certainly the skillful manner in which it used its wonderfully formed tongue entitled it to be ranked as an expert.

For one thing, it showed wonderful skill in judging distances; the tongue was never darted out until the insect came within a certain range. The accuracy of the creature's aim was another matter for surprise. The insects were generally in motion when the tongue was darted out against them, but the arrow never failed to hit.

The rapidity with which the tongue was shot forth excited much wonder. The operation is a complex one. The tongue is doubled or folded up when in the mouth; therefore a twofold action is required—an uncoiling of the weapon and then the darting of it forth.

The withdrawing of the tongue, with the captured insect on the tip, was not less remarkable. Notwithstanding the rapid motion, the fineness of the tongue-tip and the struggles of the prey the victim was never dropped.

The toad was so tame that it might justly be called domesticated. It would remain quietly in one hand and take its food from the other, provided a leaf was placed on the hand which held it. Without this precaution the warmth of the human skin was evidently annoying.

Few things seemed to please it more than to be placed on a table in the evening when the lamp was lighted. It would look around with the greatest confidence in its gleaming eyes, and when insects were placed on the table it snapped them up with even greater rapidity than in its day huntings.

In this way the toad lived for thirty-six years, the pet of the neighborhood. It might have lived many years more had not a tame but spiteful raven pecked out one of its eyes.

As To Cleanliness.

The teacher had called upon Freddie Brown to give an illustration of the proper manner in which to compare the adjective "clean."

"Mother is clean," said he, falteringly; "father is—cleaner—" Here he paused.

"And," prompted the teacher.

Freddie was still silent and very thoughtful.

"Haven't you some other relative?" asked the teacher, smiling.

"Oh, yes," replied Freddie, "there's auntie—but I ain't sure about her."

Official Notice of Infringement

To Makers, Sellers and Users of Computing Scales

A Plain Statement of Facts

To Grocers, Butchers and other Retailers who use Computing Scales, we give the following plain facts to guide them in their purchase and use of **VISIBLE-WEIGHING, VALUE-INDICATING SCALES** that infringe on the **PATENTS SOLELY AND EXCLUSIVELY OWNED BY THE COMPUTING SCALE COMPANY OF DAYTON, OHIO.**

The Computing Scale Company is the sole and exclusive owner of the basic patents covering the making, selling and using of what are termed **BARREL-SHAPED COMPUTING SCALES**, being

Letters Patent of the United States

Re-Issue No. 11536 Granted April 28, 1896

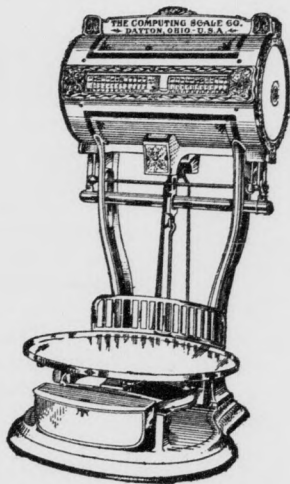
No. 597,300 Granted January 11, 1898

We claim that all barrel-shaped Computing Scales whether of the Platform or other types copied after the construction of the scale shown in the accompanying picture are infringements of our United States Patents specified above.

These rights have been trespassed upon and we will defend our patent right in every case where we find a violation.

Notice of Infringement Suit

To substantiate our claims on the above patents, The Computing Scale Company of Dayton, Ohio, on May 23, 1910, filed a bill of complaint against the Toledo Computing Scale Company for infringement and our attorneys have been instructed to bring the suit to a conclusion as rapidly as possible.



All manufacturers, sellers and users of such infringing "Barrel-shaped" scales are hereby notified that we will protect our rights in the courts when necessary.

Our statements above do not carry with them any threats or intimidation. We are content to compete for business as we have always done, in the open without fear or favor, and on lines that are legitimate. 150,000 merchants, scattered all over the country, using our Dayton Moneyweight Scales attest this fact better than anything we may say.

The computing Scale Company of Dayton, Ohio, is the oldest concern in the world making computing scales. It owns and controls the original basic patents on certain scales above mentioned.

The Computing Scale Company made a commercial success of the first **Value-Indicating Scale** in America and now owns over **100** patents on computing scales and balances.

The Computing Scale Company as well as being the originator of computing scales has developed and perfected the computing scale from its crude beginning to its present ideal form at a cost of tens of thousands of dollars and a vast amount of time and trouble.

The product of The Computing Scale Company is recognized as the standard of perfection in its sphere and this statement is borne out by the fact that this Company has supplied and has in use now more computing scales than the combined output of all imitators.

Do Not Be Misled

A certain scale concern operating from Toledo, Ohio, has endeavored to make great capital out of a decision in a recent litigation in one of the lower courts.

A garbled, misleading report of the lower court's finding has been circulated with the deliberate intention of deceiving and intimidating merchants who are using a certain type of our scales.

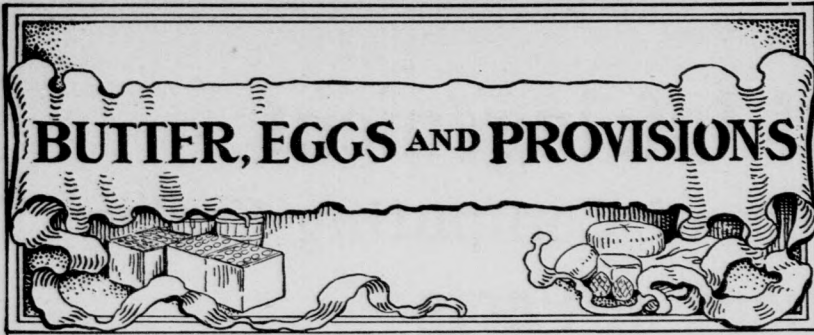
The litigation had to do only with a single patent on a "Cut-Down Pivot" Pendulum Scale, a type of scale construction which we were fast abandoning by reason of its unfitness mechanically for general merchandising. The Toledo concern however, endeavored to create the erroneous impression that the decision covered other types of scales now made by The Computing Scale Company.

Notice to All Owners and Users of Dayton Moneyweight Scales:

The merchant public need have no fear on account of the idle and empty boasts and threats of the Toledo concern. Our Customers Will Receive Our Protection at All Times.

The Computing Scale Co.,
Moneyweight Scale Co., Distributers
 Chicago, Ill.

Dayton, Ohio



Butter Stocks on Hand at the Four Markets.

Following my usual custom of taking account of butter stocks at the beginning of each month, I have compiled the figures for July 1 and I am sure that they will afford food for thought as producers and dealers alike study the butter situation of the country. The figures given are as accurate as human agencies can make them.

On June 1 the accumulations of butter in New York were placed at 23,000 packages in public freezers and about 25,000 packages in the private warehouses. And in this connection it may be well for me to state that there are more and larger refrigerators operated by the merchants on their own premises here than in any city of the world.

The capacity of these private boxes is estimated to be about 200,000 tubs of 60 pounds each. Some of them are equipped so that a temperature of very nearly zero can be obtained, while practically all are run so that the freezing point or lower is recorded by the thermometer. Several very large boxes are used for permanent storage, but the majority are used as working refrigerators or for holding a shorter period.

During the month of June there were added to the stocks in public warehouses 127,300 packages, making the holdings on July 1, 150,300 packages. It is estimated that the accumulations in the private refrigerators are about 40,000 packages, making the total stocks about 190,300 packages. This is the largest stock ever held in New York on July 1. A year ago the holdings were placed at 139,700 packages, of which 99,700 packages were in the public freezers. Two years ago when the holdings were considered large there were 160,500 packages, which included 130,500 packages, in the public warehouses. Storing began earlier this season than usual and the production for the two months was heavy.

Counting the gain in local holdings for the month to be about 142,300 packages, and with receipts of 328,631 packages, the output was about 186,331 packages, or an average of 43,500 packages. This of course takes in the out-of-town trade. The figures show a somewhat reduced output as compared with June, 1909. Higher prices are largely responsible for this, but the use of substitutes to a considerable extent at points that usually draw their butter supply from New York is also a factor.

Boston increased her holdings during June very rapidly and on Satur-

day last 174,052 packages were in the warehouses, as compared with 102,991 packages at the same time last year.

Philadelphia is reported to have had 70,940 packages on hand July 1, compared with 41,810 packages, an increase of 29,130 packages.

Chicago also accumulated stock rapidly and the most reliable figures that come from there give the holdings as 17,000,000 pounds or 283,300 packages of 60 pounds each, compared with 200,000 packages a year ago.

That new records of values should be established in the face of such heavy supplies is the greatest surprise to the trade. The average for June was about 2½ cents higher than the same month last year, and had not previously been reached during the summer months since war times. The price of creamery specials at the opening of the month was 29 cents, and under strong pressure the market worked down to 27¾@28c by the middle of the month. This was followed by a gradual upward trend, the market recovering a little more than was lost during the first two weeks, and closed at 29¼c. The average was 28.59c for specials and 27.92c for extras, against 26.31c for specials and 25.81c for extras in the same month last year.—N. Y. Produce Review.

Halley's Comet Mentioned in Talmud.

Here is just one more reference to Halley's comet, which a French scientist declares was known to the authors of the Talmud long before Halley came into existence. This French scientist quotes from the Talmud: "Two wise men of Palestine, Gambiel and Joshua, made a voyage on the sea. The first had brought with him bread to eat. The second one in addition had brought flour. When Gambiel had eaten all his bread he asked him for flour, saying to him: 'How didst thou know we should be so long on our journey that thou didst bring flour?' To which Joshua did answer: 'There is a very bright star which appeareth every seventy years, and which deceiveth mariners. I have thought that perchance it might surprise us during our voyage, lead us astray and thus prolong our voyage on the sea. Hence it is that I have provided myself with flour.'"

Not New.

"Electricity isn't a modern discovery. It is as old as the flood."

"How do you make that out?"

"Why, didn't Noah have to have ark lights?"

Should Welcome Competition.

No dealer should ever fear legitimate competition. It is the life of trade; a valuable asset. Competition stimulates business and raises the standard of quality and service. It promotes activity and stamps out indolence and carelessness. Competition can and has made villages out of crossroads and cities out of villages. It has made men wealthy where, without competition, there was no opportunity to create more than a pittance.

But legitimate competition is not price cutting or misrepresentation of either your own goods or those of a competitor. A legitimate competitor, by reason of his greater capital or better facilities, will not lower his prices to force a weaker brother out of business. The Sherman act is designed to prevent such cases as that. Such methods may not be strictly, according to law, dishonest; but they are dishonorable and wrong. Competition that is stimulated by motives of revenge destroys the confidence of patrons and all trade suffers.

There would be more healthy, legitimate competition than there is if competitors would get together and learn to know each other. Many a dealer thinks his fellow dealer is trying to "do" him, and at the same time that feeling also exists on the other side of the street. If these two men would meet each other occasionally, and chat about the weather through the smoke of a good cigar, there would be less illegitimate competition and trade would be healthier.—Farm Machinery.

Dandelion Vegetable Butter Color

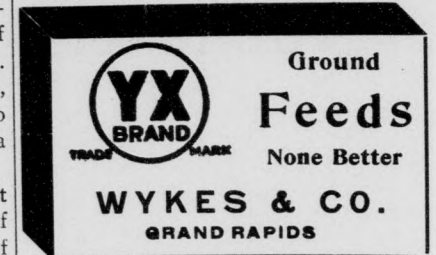
A perfectly Pure Vegetable Butter Color, and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wells & Richardson Co.
Burlington, Vt.

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.

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
Mangel
Rutabaga

All Orders Filled Promptly

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

W. C. Rea

REA & WITZIG

A. J. Witzig

PRODUCE COMMISSION

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

"Buffalo Means Business"

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

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

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

Established 1873

HE IS A TRADE KILLER.

Merchant Should Put Loafer Out of the Store.

One evil—it might well be called an institution—besets the path of the merchant, which insinuates itself in his business almost before he is aware of its malignant presence, and is the surest kind of a trade killer. The evil is the loafer.

Few business men would stop to consider the baneful effect of this genus homo on his business unless he had previously come in contact with it, yet dozens of merchants with every prospect for getting on in the world have been forced to drop out of the race, not because they loafed themselves but because they permitted others to make their establishments a loafing place.

Business men in big cities are not confronted with this menace. There is not much time for loafing there, nor is there much chance for the loafer to ingratiate himself in the good graces of a busy merchant. But the merchant in the small town is differently situated. He has many friends; he must have many friends so that he may keep his trade, especially if it be a retail trade. The community is restricted, comparatively speaking, and he has a large circle of acquaintances, although he may not do business with all of them.

Constant Menace To Business.

For this merchant the loafing problem is one well worth serious thought. It is a menace always, and death to business too often. It not only endangers the grocer, butcher, dealer, but manifests itself in its most virulent form in lines of business where feminine patronage is the largest asset. With some merchants the town loafers are an asset. The exclusive cigar store, billiard and pool room and sporting goods stores depend to a large extent upon the loafing trade, although even in these cases instances are known where the proprietors were literally loafed out of business.

How or when the practice ever originated is not important. It is sufficient to the merchant that the institution exists and that he must at some time or other shake it from his doors or lose his trade.

"I can not insult these loafers of mine," said a merchant in a small town who had been brought face to face with this menace to his business. "They are all good friends of mine and would be mortally offended if I invited them to leave the place. I know exactly what it means if I allow them to continue making my place their headquarters: loss in the women's trade and ultimate ruin or at least dwindling down into a mediocre, one-horse dry goods store of the village variety."

Big Problem of Lifetime.

Here was a business man of no mean ability who had allowed the loafing practice to continue to such an extreme that a business which netted him a profit of nearly \$5,000 a year was in danger of going to the wall for lack of feminine patronage—a factor that was vital in the dry

goods business. For once in his life he was up against the real problem, and he found it was the biggest problem he had ever tackled. He studied over it for weeks, trying to sum up courage enough to turn his loafers out of doors and make a new start.

Then his business began to fall off still more. The women who detested meeting a crowd of men in a store, enveloped in a cloud of tobacco smoke, and who felt that they were being scrutinized every minute they were in the place, refused to patronize the store any longer.

The victim of the loafers finally met the situation squarely and decided to do one of two things: either close the store at 6 o'clock in the evening and thus shut the loafers out gently, or put the situation up to them and reason it out. He wanted to close at 6 p. m., for that seemed to be the easier way out of his dilemma, but the other business houses were open after that time and he could not afford to cut down his profits any farther by allowing others to sell goods after he had closed.

Trying Time for Merchant.

He finally determined to tell the loafers themselves about his case and take his chances with them. This opportunity came one rainy night when the crowd had gathered in the rear of the store. About 9 o'clock he belted the door, for there would be no more trade after that hour on such a night. Then the business man, his heart beating rapidly from nervousness, addressed his audience of a dozen friends, men who had been his constant companions after 6 p. m. every evening for years.

"Boys," he started in, "I've got a proposition to put up to you. It is a little matter that may look small to you, but it means life or death to my business career in this town. I want your help, for I know you can aid me if you will, and I don't want any of you to take offense at what I may say. It simply has to be said. My trade is going to the dogs if I don't do something to save it.

"What I'm trying to tell you about is this practice of loafing here every night after supper and sometimes through the day. A good deal of my trade will not come here when there is a bunch of fellows sitting around. It doesn't make so much difference why; it's simply that they won't. In the last year I've made an effort to get the best trade in town and I have not the slightest doubt that I could have gotten it if I had not had so many loafers in my store. I do not mean that you are loafers in the ordinary sense, but simply that you like to gather here and talk things over. I like to have you, too, but it's killing my business, for there's many a woman in this town who used to be a good customer of mine and who now goes down the street to buy her goods. The other merchant is getting all the business.

Proposition Up To Them.

"Now, I'm simply putting the proposition up to you. You are all good friends of mine and you know that I would not ask anything that

was not fair or reasonable. I hope none of you takes offense, but after to-night there will be no more loafing in this store."

The speech was followed by a period of five minutes of absolute silence. The small clock on the wall seemed to be playing an anvil chorus, the beats were so heavy.

Then one of the men, sitting on the edge of the crowd, nudged his partner and said:

"Gee, I'm sleepy; let's go home. Good night, fellows."

Others followed the leader, while two or three remained to tell the merchant they believed his story and would help him out. Out of the dozen or more only one man took real offense and refused to allow his family to trade there any longer. All the others were stronger friends than ever before.

The result was that in a month's time the business man had regained practically all of his better trade and was in a fair way of getting it all back before a half year passed. It did not take the women long to discover that there was no more loafing in the dry goods store and that they were not being discussed by those who sat in the rear.

Marc N. Goodnow.

Why Trees Kill Grass.

It is a matter of common observation that grass does not grow so well close to trees as in the open. The same is true of grains. Experiments in this country and in England have shown that the deleterious effects upon one another of grass and trees are mutual. The trees suffer as well as the grass and grain. This is especially true of fruit-trees. The cause is ascribed to the excretion by the trees, on the one hand, of substances poisonous to the grass, and by the grass, on the other hand, of substances poisonous to the trees. It thus appears that the failure of grass

to grow well near trees should not be ascribed to too much shade, nor to the exhaustion by the tree roots of the food needed by the grass.



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

H. LEONARD & SONS

Wholesalers and Manufacturers' Agents
Crockery, Glassware, China
Gasoline Stoves, Refrigerators
Fancy Goods and Toys
GRAND RAPIDS, MICHIGAN

G. J. Johnson Cigar Co.

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

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



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

C. D. CRITTENDEN CO.

41-43 S. Market St.

Grand Rapids, Mich.

Wholesalers of Butter, Eggs, Fruits and Specialties

THE HOOSIER STOREKEEPER.**How He Would Conduct a Campaign of Profitable Publicity.**

Written for the Tradesman.

How to make the advertising bring good returns is the question that has put gray hairs and bald spots on the brightest business heads this country has ever produced.

All kinds of advice and proverbs have sprung from this well worn subject.

"Keeping everlastingly at it" is all right if it is started right—but if you are on the wrong road it means continued disappointment.

"It doesn't pay," moans the dealer who has tried it spasmodically. "It does pay," says the big department manager. "What would our sales be if we did not use printers' ink?"

I promised to give you a few examples this week to illustrate my point. First I will show what I call the kind that absolutely "doesn't pay."

JOHN SMITH,

Dealer in

**Dry, Goods, Clothing, Boots,
Shoes, Groceries.**

**Queensware, Glassware,
Crockery.**

**Hardware Implements,
Machinery, Etc., Etc.**

GIVE US A CALL.

Here is another almost as bad:

SHOES SHOES

Hot Weather Shoes

Shoes for Comfort

You must have your feet comfortable in warm weather or you can neither enjoy work or pleasure. Low well fitting shoes with comfortable heels are necessary for foot comfort.

Shoes for Men.

Shoes for Women.

Shoes for Children.

Call and be Fitted

SOUTH END SHOE STORE

The big stores have their system of appropriation. They figure to spend a certain percentage of their gross sales, based on the previous year's business. The advertising manager works along the lines mapped out for him. He must keep inside the limit of money to be used and he simply has to "pass up" the great number of schemes which are presented every day. It is entirely different with the "average merchant" who does "some" advertising. He may feel that he ought to do something along this line, but he is a busy man.

He has the management of the business to look after. He is financial manager. He looks after the buying. He has the whole burden on his shoulders. Is it any wonder that he is an easy victim to "schemes?"

He takes up almost anything offered like a drowning man grasps a

straw. He is the "hit or miss" advertiser and, of course, it is usually "miss."

The kind of copy used has everything to do with the profitable end of any advertisement, but the greatest fault lies in the fact that most copy is written "while you wait." It is done in too big a rush and not enough thought is given to the subject which it deserves. The average "advertisement-writer merchant" is too much like the child who is taking the hated medicine. He makes a terrible face and then he swallows an overdose.

T. S., _____, Michigan, says that his competitor usually gets out a sale this time of year and wants to offset this. He expects to hold a Clearance on Shoes some time this month and sends copy for criticism.

I like the honest way you go about this and your copy is good, so far as it goes, but like almost all merchants do, you don't give the printer any idea of what you want in the way of type or whether you wish certain lines made prominent.

I find that printers are a good deal like other folks—they are not mind readers. They will give you the benefit of their experience, but they are liable to err. When you leave it all to your printer he is apt to use small type on just the lines you would like to see in big bold type.

Mr. A., I like your way of stating why you are running this clearance sale and your "Money Back" talk is clear and convincing. It is good if faithfully carried out, as I suppose you do. It inspires confidence, which is the foundation for all business. As I have said before, this service is free to you, but I can be of more benefit to you if you will send me a copy of your local paper or give me full particulars, making it easy for me to know your local conditions, so that I can get you the help needed without delay. I am glad to be of assistance to you, but I like to get these things to you quickly. I have sent you a "lay out" with spaces marked off for your Clearance Sale items and prepared a regular advertisement for you, which I know you will appreciate.

"Midsummer Sales" are now the order of the day. Such stores as only use two big sales a year usually select for the two big events January 2 and July 5. For my part, I do not favor the dates, as they are customary, but it is my opinion that it is better to wait until after the holiday and let a week or ten days intervene.

We usually run these big sales a couple of weeks after the dates mentioned, making them more of a season's end affair, which gives the advantage of working off some good staple seasonable merchandise at a profit, which would otherwise go on the bargain counter.

The Tradesman is arranging for the finest cut service I have ever been privileged to run across. This service is of a nature that will not only save a whole lot of money to the members who are fortunate enough to get the benefit, but the cuts are so

attractive that they will help in a large measure to pull your advertising up to a higher plane and make your efforts along these lines help to run up the figures on your cash register, which after all is the big end of all publicity.

The Hoosier Storekeeper.

The Grocer's Wife.

The wife of the grocer who is not prevented by too many home duties can, and often does, aid her husband in many ways connected with his business.

This is particularly the case with grocers doing a small or moderate-sized business. She can, and does, read the trade journals, and keeps herself and husband in touch with what other grocers are doing.

Her advice and suggestions are often of much value, as she sees things from the point of view of the outsider and possible customer as well as from the inside of the store. Numerous bright plans put into effect by grocers have been introduced at the suggestion of their wives, many of whom do a lot of good thinking.

The grocer's wife is often one of the best cooks in the town and locally famous for "trying all the new things." Her suggestions to her neighbors that they use such a brand is one of the most effective advertisements in the world.—Canadian Grocer.

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FOLLOW THE MASTERS.

They Will Help You To Find Yourself.

No more interesting human relation exists than that of teacher and pupil, master and disciple. All our lives we are following somebody, sitting at some one's feet, accepting the most vital decisions without question from one in whom for some reason we believe.

We begin as school children. Those who have taught school can say that there is hardly a more pathetic moment than that where one stands for the first time before a group of little faces looking up to him as from distant depths for wisdom and guidance which he knows only too well he sadly lacks. From that teacher there will come some spiritual essence that is going to remain with those pupils their life long.

When we grow up we are still at one school or another. Our capacity is limited; all we can do is to attend to our business; we have no time for ourselves; hence in politics we follow Smith, and in art Brown, and in literature Jones, and in religion Robinson. As for ourselves, we have to make a living.

A great deal that is written, therefore, about our duty to do our own thinking is impractical. We simply can not. It will be much more sensible to advise the average person to select intelligently his own masters. For masters he must have. Deserting Taft, he takes up Byan, and forsaking both of these, he follows some Socialist, Prohibitionist, or mugwump. Leaving the person, we fly to Bernard Shaw or some one else.

Mystery of the Master.

How much do we get from a master? What do we owe him? When should we obey and when disobey him? These are important questions.

Beginning with the schoolroom we should recognize a serious fact: that the sum total of what one gets from a teacher is inspiration. The real teacher is not he who imparts to us the most information, but he who makes us want to learn. Any one can get facts out of a book and bring them to the boys and girls, but it takes a genius to stir up in their minds an appetite for knowledge. Even so the best priest or preacher is not the one who gives us the most information, but the one who makes us want to be good.

The object of every moral or intellectual leader is to develop the innate powers of his follower. For this reason the analogy of any purely spiritual movement to an army is misleading. This object of the military general is merely to whip the enemy, to get that one thing done. Hence in the army personality is suppressed. The individual sacrifices himself to the end in view. In a schoolroom, church, or any literary, scientific or intellectual cause, however, the opposite is true; the end here is to improve the individual, to bring out his personality and its powers.

Blind Imitation Only Paralyzing.
If the apprentice blindly imitates

the master, then the master is paralyzing him, not leading him. To be sure, the scholar is to be teachable, he is to copy and to humbly submit his own judgment to the master's, and yet is he never does anything but this, he will be a failure. There must be something else, some divine spark from the personality of the wiser and older man to fall upon the younger soul and kindle it into its own blaze. Leonardo da Vinci and Lorenzo di Credi worked in that wonderful shop of Verrochio, he of "the true eye;" but the apprentices surpassed their master.

The most essential characteristic of a master is his power to inspire love. He is to hand his disciple not a book but a flame. It is this capacity in the highest degree we find in such great souls as Jesus, Buddha and Socrates. It was not what they said nor the knowledge they had, it was their tremendous spiritual and mental magnetism.

In every department of human interest you will find that certain superior spirits have gained mastery. Pitiless time has tried them, years have sought to bury them in forgetfulness, but they still flourish, ever green in their right to dominate.

It will pay every one, and especially every young person, to seek out these leaders and get as near to them as possible. Not that you can "learn" more from them but that it is they who have in the highest degree the faculty of bringing out what is greatest in you.

Time the Best Critic.

Emerson said it was a good rule to read no book that was not twenty years old. Time is the most reliable judge and critic. Just now our life is flooded with short lived literature. Newspapers, magazines and novels are issued in enormous quantities. These have their uses. But whatever their value may be they are of no value to you unless you have laid a foundation of master works. It makes no difference to anybody with sense whether you have read the last book of Robert Chambers or Edith Wharton, but it is a disgrace not to be familiar with Hawthorne, Washington Irving and Poe. Let the latest thing of the gifted Mr. Oppenheim go until you have become familiar with Scott and Dickens. And have you saturated your mind with Goethe and Schiller? Have you dug into Dante until you have found the sweet kernel in the hard nut?

Because a book is hard to read is no reason you should not read it. Keep at it until you like it. The most valuable lesson you can learn is that you can change your tastes.

In music the devil is likely to lead you up to a high mountain and show you all the rag-time and waltz song and comic opera kingdoms of the world if you will fall down and worship him. Possibly this sort of music has its place—I say possibly. But if you really wish your music to be a lifelong inspiration and rest and joy to you you must turn elsewhere. All this stuff is like "the lust of the flesh and the pride of the eye."—it passes.

Beauty Grows With Listening.

Pound away at that Beethoven sonata. If you do not like it at first keep at it and you will. That is the beauty of it. The oftener you hear it the more beautiful it becomes. The masters grow upon you; they stay with you all your life. Do not give up your practice of Schubert and Mendelssohn. No matter if your friends do not enjoy it. You owe it to yourself to hold on to the best. And also it might be a good thing to hunt up some friends that do enjoy it. Go to every Wagner opera you can. Continue to go and study, and go again until you find yourself "sitting in heavenly places" among the favored and enlightened. Don't let any one frighten you nor intimidate you. Go on to the kingdom.

So with painting. So with science. So with religion. So with everything that is good and fine. Avoid the fakirs and mountebanks. Follow the masters. Because they alone give the soul freedom. The others find you; the masters help you to find yourself.

Frank Crane.

Some Odd Uses for Paper.

Paper is entering into some of the important arts of Europe. The most novel use of it is in the manufacture of false teeth by the Germans, who say of the product that it is keeping its color well and is decidedly stronger than the porcelain imitation. When the winemakers of Greece found the lumber too costly with which to make wine casks, the manufacturers substituted paper pulp and have found it most satisfactory. A recent novelty is the work of an Austrian subscriber to a newspaper, sheets of which he preserved as material for a sailboat. The boat is 20 feet long, and for each paper board entering into it 2,500 copies of the paper were used and softened for final molding under hydraulic pressure. Several countries have experimented in making paving of waste paper, but the cost so far is prohibitive.

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DANGERS OF UNDER-EATING.**We Need Pure Food and More of It.**

Few of the Little Tin Gods of our every-day life are more securely enshrined in the popular Pantheon than the widespread belief in both the virtuousness and the wholesomeness of under-eating. We frequently hear it expressed, "If one would always leave the table feeling as if he could have eaten a little more, he would never be sick, and would live to a good old age." The rule sounds well, and it may be true, but there is no evidence to prove it, as it has never been tried in real life. It, like many other moral maxims with a promise attached, is in much the same case as the famous assurance so confidently given us in our nursery days—when we believed things—that after we had had a tooth pulled, if we would only keep our tongue out of the gap a silver tooth would grow there. Nobody ever saw a silver tooth so growing, but that is no proof that one wouldn't if—!

Of course, like all popular beliefs, this one has a considerable element of truth in it. My protest is only against its acceptance as a universal law and its indiscriminate application. It has a curiously double origin. Naturally it was recognized at a very early period that a certain amount of real eating, with a reasonably frequent repetition of the ceremony, was necessary to life. Any one who cherished any radical heresy or delusion of magnitude upon this subject soon died, and his heresy perished with him. Therefore the habit of eating survived and became popular. But it was early seen to have two serious drawbacks: It was expensive, and if one ate too much one became uncomfortable. Ergo to eat as little as possible, consistent with survival, was a virtue.

This sounds both reasonable and convincing, but it overlooks two things: That appetite, "the feeling that you have enough," means something, and that nature is not an economist but a glorious spendthrift. She scatters myriads of seeds to grow hundreds of plants. Her insects of the air and her fish of the sea pour forth their spawn in thousands, nine-tenths of which go to feed other fliers and swimmers. Enough with her is never as good as a feast; in fact, what to our cheese-paring, shopkeeper souls look like enough is to her far too little. If there be any operation of Nature which is conducted with less than at least 50 per cent. of waste, it has so far escaped the eye of the scientist. Her regular plan of campaign is to produce many times as much as she needs of everything and let only the fittest few survive. Is it not possible that the same principle may apply in human diet, that we should all eat plenty of the best of everything to be had, and let the body pick out what it wants and "scrap" the rest?

Life, fortunately or unfortunately, is not a thing that can be conducted according to hard-and-fast rules. It is less a business than a great game of chance. That is what makes it so

interesting. We get tired of business, of work, of philosophy, of science, but seldom of life, until it is our proper time to quit. It is a game of chance—a gamble if you like, in the sense that there are large unknown factors involved; that, as George Eliot finely put it, "any intelligent calculation of the expected must include a large allowance of the unexpected;" that you never know what emergencies you may meet. This is not a pessimistic view, for few things are more firmly established than that which we term honesty—which is simply following the age-old rules of the game—and flexible intelligence will win eight times out of ten. But the point is that all life's operations must be conducted upon a very wide margin. As with money on a journey, to have enough, you must always have a little too much.

Life Needs a Margin.

There is no better illustration of this law than the human body itself. The truth, as usual, is within us, if we would only open our eyes to it. Every department of the body-republic is ridiculously overmanned: two eyes, two ears, two nostrils, two lungs, two kidneys, two brains, two thyroids, two adrenals, two everything except the stomach with its appendages—which is us and indivisible. In short, we are a physiologic double "Uncle Tom's Cabin"—except Uncle Tom. Practically every one of these "twins" is there simply as an understudy to take the place of its chief in case the latter should be disabled, although, except in the case of the brains, the eyes and the hands, it is impossible to tell "which is which," and both of the pair are given a reasonable amount of work to do in order to keep them in training.

This sounds rather obvious, perhaps, but the margin goes vastly farther than this. Not only have we two lungs, either of which is perfectly competent to do all the breathing of the body, even under severe strain, but under ordinary circumstances about one-third of one lung is sufficient to—economically—oxygenate our blood. The only reason why Nature does not build our lungs about one-third of the present size is that we would not have enough margin to run for our lives, and if we were attacked by pneumonia or tuberculosis we would be very likely to go down in the first round. For precisely the same reason it is not safe to eat exactly what the economists and the laboratory men say we need. Food is expensive, but it is much cheaper than doctors' and undertakers' bills and the support of orphan asylums and hospitals.

The same rule holds good all through the rest of the body. About one-half of one kidney would do all the blood-purifying needed, on the Chittenden principle. Why not remove one kidney? It is simply a drone in the body politic and must be using up a lot of good food-material. And just think of the wastefulness of carrying around in our bodies nearly two pounds of superfluous liver—and so indigestible as it is, too! Of course we would probably die in

our next attack of tonsillitis or severe influenza, but what is that compared with the virtue and piety of living economically? A squad of soldied volunteers, as brave as any that ever faced the cannon's mouth, may survive for six weeks on a laboratory diet calculated by the higher mathematics and consisting of proteids, carbohydrates and hydrocarbons, instead of real food; but what would be the result the next time they happened to be exposed to typhoid, tuberculosis, summer dysentery, or even a bad cold? What was the final effect of this starvation diet on such a squad has already been told by Major Woodruff, and it does not exactly encourage imitation. Five out of nine reported that they felt badly and were always hungry during the test, and were weak and depressed at its close; and all but one had gladly returned to regular diet. One who had continued the diet for three months thought he had been permanently injured by it, and another thought he would have died if he had continued on the diet. Several confessed that they had been compelled to go out and get a "square meal" repeatedly during the test and that others did the same. Moreover, one of those who was later placed on such a diet—a young man in the prime of life and vigor—died of a comparatively trivial disorder, which developed hemorrhagic complications, for no other reason whatever that could be ascertained than his prolonged food-deprivation.

The Optimum Diet Desired, Not the Minimum.

Such tests may have a certain scientific value, but what we should be concerned about is not the minimum amount of food on which body and soul can be held together, and a moderate amount of work ground out, but the maximum amount of efficiency, endurance and comfort which can be got out of any human machine by the most liberal and generous supply of food which it can be induced to assimilate. As Robert Hutchison aptly put it, "What we want to find is not the minimum diet but the opti-

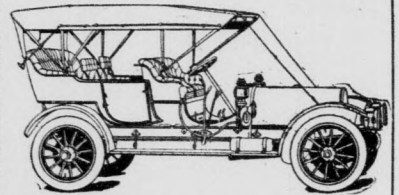
mum." It is no principle of progress to hold men down to a starvation diet any more than it is to starvation wages; and while economy may be an admirable thing in business, it is, in dietetics, usually not only short-

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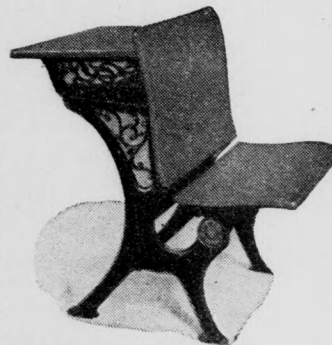
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sighted but wasteful, for compared with human life and health food is one of the cheapest things there is. The man who attempts to save money on his butcher's and grocer's bills, seven times out of ten, is starving either himself, his family or his servants. Economy may be the "soul of wealth" in business, but in the kitchen it is much more nearly the soul of starvation, and is usually practiced at the expense of the younger or weaker members of the household. Like all business principles, it is excellent in its place, but its place is never in the feeding of young children. For instance, all careful students of the child problem are convinced that the institutional and wholesale method of rearing orphan children is a failure and must go. A child reared in an institution, hospital, foundling-asylum, or what not, is not much more than even a human being, and can usually be recognized at sight by its dull eyes, pasty complexion, sluggish and lifeless movements and intelligence to match. Part of this is due to the barracks-like life and the absence of individual love and care, but no small measure of it is due to the fact that these children, fed by wholesale and with an eye to economy, are usually underfed, either by actual deficiency of calories or an excess of cheap starches in place of the more expensive meats, fats and sugars, or by the deadly monotony of the fare. One children's hospital, for instance, has had corned beef and red cabbage slaw for dinner every Tuesday for seven years.

The same thing, I am ashamed to say, is often true of the feeding of adults also in institutions or hospitals. When a superintendent wants to make a record for economy the easiest point at which he can cut down expenditures is in the food bill. It has been an axiom with the medical profession ever since the days of Oliver Wendell Holmes that people who are fed by wholesale, with some one else holding the purse-strings, instead of being able to follow their own appetites, are usually more or less starved. Although even then they may be better fed than they were at home under modern industrial conditions. Many of our hospitals, however, particularly those for the care of the insane, are beginning to see light on the subject, to provide a more abundant and attractive dietary, to consult the appetites and preferences of their patients and to allow their physicians, instead of the superintendent or matron, to control the precise diet of each patient, with the result that money is actually being saved by curing the patients faster and enabling them to get up and back to work in a shorter time. Give Nature the wide margin that she needs to conduct her operations on and she will pay you dividends on it in the long run.

The Meaning of Appetite.

Now that we have some inkling of Nature's general methods of conducting business, we are in a position to consider what is the meaning of appetite, of the instinct for eating—the sense which tells us when to be-

gin and when to stop. It is far too customary to regard this impulse as simply a mere animal appetite, inherited from generations of half-starved ancestors as ravenous and as irrational as a hungry dog, which, if we give it the least right of way, is going to plunge us into all sorts of gorging excesses. Nothing could be more utterly absurd and untrue. The situation, to put it in a word, is this: Man has always found himself under the stern necessity of eating in order to live. So stern was the pressure of mouths upon the means of subsistence that only those who developed a vigorous determination to eat—in other words had good appetites—could survive. On the one hand, those who tended to eat too little for the fuel-needs of their bodies lowered their vigor, fell behind in the race and ultimately were eliminated. On the other hand, those who tended to eat too much also impaired their efficiency, devoured their whole kill or crop in a few weeks and also died off. Only those whose appetites impelled them to eat just about the golden mean, neither weakly nor surfeiting too much, survived.

From an evolutionary point of view the formation and persistence of any instinct injurious to the race is unthinkable, and in the dietetic field only the rational or moderate appetite could have survived. The main part of this gradual acquisition of an accurate, responsive, reliable appetite-guide had little to do with reason or intention, scarcely even with consciousness—although these have played a part in the later stages—but was simply a stern and merciless weeding out through thousands of generations of those who did not have the right kind of an appetite for survival.

The Appetite To Be Respected.

Obviously the food-appetite, like all the race-continuing instincts, to be strong enough to keep the race alive must also be powerful enough to lead to occasional excesses. But the important point in the matter is that these excesses, like all other excesses of appetite, in the long run defeat themselves, and the race is, as a rule, neither to the glutton nor to the ascetic, but to the man of moderate appetite. So that instead of treating our natural, unspoiled appetites as mere gross animal impulses, which are more likely to be wrong than right, and which it is a positive virtue to thwart and suppress, the overwhelming consensus of the best and broadest opinion of the laboratory, the hospital, the family physician, the sanitarium and the diet-kitchen is that the appetite is to be treated with the greatest respect, is to be thwarted only for the best of reasons and in special emergencies, and is, all things considered, the most reliable, indeed almost the only active, guide that we have in matters of diet.

One of the most unfortunate popular misapprehensions within the last decade is that the findings of the laboratory and the results of the highest and most advanced experimentation in matters of diet and food-fuel have entirely contradicted and undermined—or at least gravely shaken—all our previous standards of dietetics, both popular and scientific. This has been chiefly due to a small group of well-meaning and high-minded enthusiasts—nine-tenths popular and one-tenth scientific—who have sent out a flood of vivid and highly readable expositions of the damage, physical, economical, social and spiritual, which they firmly believe is done to the human race by

our gross and deplorable habit of over-eating, especially of that dietetic fons et origo mali. Meat! R-red meat, dr-r-ripping with b-l-lood, r-r-eeeking of the shambles, produced by and provoking to murde-r-r and other c-r-rimes of violence!

The impression is an unfortunate one for two reasons: first, because it utterly misrepresents the actual state of the case, inasmuch as at least nine-tenths of pure laboratory and abstract scientific opinion is still, in the main, in accord with and in hearty support of the prevailing dietetic standards; and second, because, while we cordially welcome intelligent, honest investigation of every problem and challenge of every law or standard, no matter how important or apparently firmly fixed, it is not fair to ask us to accept evidence based upon experiments conducted by the large popular wing of this anti-over-feeding army upon single individuals—and those individuals usually the orators themselves—or by the small scientific wing upon mere handfuls of individuals for a few weeks at a time, as undermining and discrediting the results of our racial experience of hundreds of thousands of years and of our scientific tests in barracks, hospitals, sanatariums and laboratories covering half a century and hundreds of thousands of subjects.

The New Standards Unsafe For Children.

The new views may be right, and considered as illustrations of what men in the prime of life and under favorable circumstances can stand in the way of deprivation of food without gross or apparent injury, and they are exceedingly interesting. But to insist upon the results apparently obtained under these circumstances and the rules derived shall be forth-

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with applied indiscriminately and at the discretion of the victim or his guardian to young and old, rich and poor, sick and well, is not merely absurd, but, in men who may be presumed at least to have had the advantages of scientific training, little short of reprehensible. It is safe to say that should these new standards of dietetics be applied to children and to consumptives, for instance, they would result in the sacrifice of thousands of lives every year as certainly as the sun rises and sets. Soldiers and college professors can live and survive on anything for certain periods—they have had to all their lives; but the man in the street and the child in the gutter and the woman in the home are not adapted to such Spartan fare.

Now what are these standard dietaries, these regulation fuel-requirements, which our economist-reformers dismiss so lightly, as little better than mere arithmetical statements of inherited prejudices in favor of over-eating? About fifty years ago they first assumed definite scientific form in the laboratories of three great German chemical pioneers: the famous Liebig, Pettenkofer, and Voit. They set themselves carefully to work out the precise relations which exist between the amount of food taken, the amount of energy contained in it and the amount expended by the body in the form of work, growth, or heat. They were literally pioneers, for they had to invent most of their apparatus and make it themselves; but so admirable were their methods that their results have been surprisingly little changed. Almost the only departures from the standards which they established have been such as are due to the crudeness and necessary imperfection of their home-made apparatus.

Scientific Experiments.

To avoid wearying details, although the full story of their experiments is as fascinating as a novel, they first carefully analyzed and burned a number of staple foods, such as meat, bread, sugar, butter, etc., so as to determine what elements necessary for the body they contained and what was their exact fuel-value. Then they constructed a small airtight chamber so that the exact amount of air blown in through the tube could be measured and the precise amount of moisture and of carbonic acid given off kept track of. A dog was shut into this chamber and supplied with certain measured amounts of water and food, and the exact amount of carbonic acid given off by the lungs, of watery vapor and heat given off by the surface of the body, and of excreta from both bowels and kidneys was carefully measured for several days in succession. Then the dog was taken out and weighed and to their delight the amount of moisture he had given off, to heat that he had imparted to the air of the chamber, and of his liquid and solid excreta, plus such estimate as could be made of the small amount of movement that he could carry out in the chamber, exactly balanced the food and water supplied to him. Encouraged by both these results and

the harmlessness of the method, their royal patron, Maximilian of Bavaria, was induced to furnish the money to construct a chamber of this sort large enough to contain a man, and one of the observers took his place inside it.

In this crude calorimeter was carried out a whole series of painstaking and brilliant experiments, the net result of which was the establishment of the fact that the body is one of the most perfectly balanced machines known, and that its book-keeping methods are as accurate as a professional auditor's. The exact amount of heat, moisture and carbonic acid given off, plus the work done upon various apparatus introduced into the chamber, precisely corresponded to the amount of food and drink administered, plus or minus the loss or gain in weight. In other words, if a given amount of work is required of a body-machine a given amount of energy in the form of food must be put into its furnace, or it must draw upon the reserve capital already accumulated in its interior.

The Standard Diets.

As a result of these experiments Pentenkofer and Voit laid down the now famous standard diets known as the subsistence diet, which is the smallest amount which will prevent starvation, the rest, light-work, moderate-work and heavy-work diets, ranging all the way from fifteen hundred calories or heat-units for the first to forty-five hundred for the last. So thorough and careful was their work that, with all the perfection and elaborateness of modern scientific apparatus these figures have never been markedly altered by the thousands of tests both practical and laboratory to which they have since been submitted. The changes that have been made are largely accounted for by the imperfections of the early apparatus and by a slight inclination to increase the liberality of the ration as the modern food-supply has improved and it has been discovered that more work can be got out of the human machine by a more liberal supply of better quality of fuel.

These dietaries, based, of course, originally upon the net results of the experience of millions of years, have since been adopted as the working formulas of civilization and tested thousands, yes, millions, of times upon armies in barracks and in the field, in prisons, in hospitals, in the commissary departments of railroad gangs, lumber-camps and the Suez and Panama canals, upon Arctic Relief expeditions and exploring trips into Darkest Africa, with the unvarying result that the human engine develops power precisely equivalent to the energy put into it in the shape of food. In fact, the relation between food and work is as definite and as fixed as it is between coal and steaming power. Ex nihilo nihil fit, and any attempt to get a steady succession of day's work out of the average human machine on less than three thousand calories of food is irrational and practically as impossible as lifting one's self by one's boot-straps.

Figures and statistics are pro-

verbially uninteresting, but they are indispensable for precise and clear-cut comparisons, and I have ventured to introduce these tiresome calories—which are really very harmless things, each being the amount of heat or energy required to raise one liter (quart) of water one degree Centi-grade—because it is impossible otherwise to estimate the wide and extraordinary departure from these world-standards which our new food-economists propose. In place of the hitherto universal three thousand calories, most of them claim that the human body can be maintained in full working power and much better health upon eighteen hundred calories, some of them even going as low as twelve hundred and one thousand. The celebrated "centenarian's diet" of Luigi Carnaro, the patron saint of our modern starvationists, was about twelve hundred calories.

Work Must Have Its Equivalent of Food.

Such claims, it need hardly be said, are highly improbable and would require an imposing array of evidence to insure their admission, as their acceptance would involve the remodeling, not merely of our principles of dieting, but of our whole habits and structure of scientific thought and reasoning. As well conceive of smoke without fire as of work or life without a precise equivalent of food. It is, however, no longer necessary to discuss them upon a period or general grounds, for the simple reason that, with the exception of one or two rare, exceptional and highly ab-

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normal individuals of the Carnaro type they have utterly broken down in practice. The bulk of the starvationist argument rests upon a handful of exceptional cases such as Luigi Carnaro—who, by the way, did not live to be a hundred, only said he was going to, and could do it on the plan he had mapped out, but died by the wayside at 96—and a few of those mythical individuals calling themselves centenarians. No normal, average, unspiritual individual has ever been able to live upon any such diet as fifteen hundred calories a day without impairing either his health or his working power. One of two results practically invariably follows: either the dietary is abandoned altogether, or the standard is quietly hatched up from 30 to 50 per cent. This latter method has been well illustrated in the case of Chittenden, who, in his first book upon the economics of human nutrition, placed his ideal standard at sixteen hundred calories, but in his second, three years later, quietly raised it to twenty-eight hundred without any explanation.

From all that can be gathered the theory appears to have worked out in the same manner in real life. Very few, even of the reformers themselves, appear to stick to their diet consistently for any considerable period of time. They seem to swear off on protein pretty much as Rip Van Winkle did on schnapps, and, from Tolstoy up and down, alternate their fits of abstinence with periods of real feeding, not to say gormandizing.

Accurate data as to the actual number and precise conduct of these low-protein enthusiasts are of course lacking, but I have been carefully and industriously making enquiries among my friends and acquaintances for the past two years, as to the existence and history of such individuals, and while I have met or heard of score upon score of men and women who have made a trial of this plan of dieting I have been unable to learn of more than a very few who persisted in it beyond the first few weeks or months. In fact, I am unable at present to obtain evidence of the existence of any consistent and persistent low-protein dietist except the inventors and apostles of the movement. They themselves now decline to be bound by any fixed rules or quantities and simply say that once they have succeeded in purifying and reforming their appetites they trust them absolutely and make it a point of honor to pay no attention whatever to the exact amount they eat—which is extremely sensible of them. My experience may have been exceptional, but my enquiries have been fairly extensive and impartial and I simply give the results for what they may be worth.

Sense of Exhilaration in Early Stages of Starvation.

One rather unexpected physiological fact must be borne in mind, which accounts for the gratifying initial success often claimed for marked reductions in the amount of food. That is the curious sense of exhilaration, of clearness and buoyancy of mind,

which comes in the early stages of starvation from any cause. This was long ago discovered by religious enthusiasts and ascetics of all sorts, whose most valued and frequent means of reaching or inducing the trance conditions was, and still is, fasting. To precisely what this singular mental state is due we are at a loss to decide, but it is as well marked a symptom both of starvation and, in the course of a chronic weakening illness, of approaching death as the sense of satisfaction and drowsiness after a heavy meal. The feeling is one of clearness and lightness of both mind and body, with the impression that one could work forever without growing tired, and never would be fatigued again.

The sensation is a pure illusion, fit only for the dreaming of dreams and the seeing of visions, and usually lasts for only a few hours or days, during which time the work done is of poorer quality than usual and smaller in amount, in spite of the sensation of buoyancy and boundless energy; and is followed by collapse or an apathetic condition with disinclination for any form of exertion. This is an experiment which can be tried by anyone upon himself, simply by missing a meal or two, or by eating nothing except a little bread and sugar, or fruit. It has been the almost unbroken experience of unprejudiced experimenters—such as Herbert Spencer, for instance, and a score of others both before and since—who have tried vegetarianism, or other forms of graduated starvation, on other than religious or ethical grounds. They nearly all had to go back to their natural diet and to animal food in order to regain their waning power.

Lessened Sensation of Fatigue a Doubtful Benefit.

The only explanation that has been offered of this apparent diminution of the sense of fatigue, due to a low diet, is that, since fatigue is not due to exhaustion of our muscles, but to their being loaded with the waste-products of their own activity, and as these waste-products are very similar to, if not almost identical with, certain nitrogenous extractives produced in the digestion of meat, our muscles are not so rapidly loaded to the fatigue-point upon a diet consisting chiefly of vegetable substances as upon one rich in meat. This latter result, while from one point of view a disadvantage, may be, from another, a valuable protective mechanism, guarding us against excessive and laborious over-strain. As muscular over-work or over-strain is one of the greatest and most serious dangers to which our body is exposed, the apparent increase of endurance for forced spurts, from a lessened sensation of fatigue, sometimes attained upon a vegetarian or low-protein diet, may prove a very doubtful benefit. In fact, it is probably an injury and a detriment to the general vigor and resisting power of the body in the long run. No race or class of vegetarians yet discovered can stand the attack of infectious disease or the wear and tear of war as well as meat-eaters or mixed-feeders,

although some individual vegetarians accomplish remarkable single feats of endurance.

One of the corner-stones upon which our diet-economists base their claims is that by diminishing the amount of food, and more thoroughly masticating and digesting it, they can thereby extract the last remnant of nutrition from it, and thus save the enormous waste which goes upon ordinary diets. Many of them, in fact, have boldly claimed that they can save 30, 50 and even 60 per cent. of the food-fuel ordinarily consumed and subsist on from one-third to one-half the standard, popular diets.

Body Wastes But Little Food.

Unfortunately for these claims, however, the reformers neglected to ascertain the exact amount of the food in our average or standard dietaries which actually goes to waste in the body. This, of course, can be determined with as absolute accuracy as the amount of ash made by a particular kind of coal. It was one of the first things ascertained in the scientific study of nutrition, and the results, laid down as tables, have been corroborated a hundred times since. These show that upon ordinary diets, under average conditions, only from 5 to 15 per cent. of the food taken into the mouth is dis-

charged from the body as waste. Of beef, for instance, all but about 2 per cent. of its available nutriment passes into the blood, of milk all but about 3 per cent.; of bread only 6 per cent. is wasted. How, out of a wastage of less than 10 per cent. our diet-reformers are going to save 40 per cent. is, of course, a puzzle to everyone but themselves. If their claims were true we would be justified in leaping to the logical conclusion of the Irishman who, when assured by an enthusiastic hardware dealer that a certain make of stove would save one-half his fuel bill, promptly replied, "Shure, thin, Oi'll take two an' save the whole av ut."

This brings us to the question, What are the diseases of under-feeding and what the diseases of over-feeding? To hear the extraordinary claims trumpeted forth on every occasion by the apostles of a slender regimen that "Man digs his grave with his teeth," that gluttony is the deadliest vice of our age, that

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two-thirds of our diseases are due to over-eating and that the race is fast gorging itself into degeneracy and final extinction, one would surely conclude that the most imposing array of diseases in our text-books of medicine and the hugest totals in our death-lists would be found directly and unmistakably enrolled under the head of diseases due to over-eating. On the other hand, from the incessant praises of plain living and high thinking we would confidently expect that all those who, either from necessity or from choice, practiced this gospel of starvation would have a high longevity, a low mortality and an obvious freedom from disease, and that under the head of diseases due to under-feeding would be found a vast and eloquent blank.

Few Deaths From Over-feeding.

But what are the facts? Of the forty-two principal causes of death in the United States census of 1900 only three are to be found which are in any way possibly related to over-feeding—diseases of the stomach, diseases of the liver and diabetes. Two-thirds of the deaths due to these three causes have nothing whatever to do with over-feeding but even if we were to grant them in their entirety to the anti-food agitators, they would amount to only 3 per cent. of the total deaths. Those diseases most often and confidently ascribed to over-feeding, such as gout, dyspepsia, apoplexy, obesity, neurasthenia and arteriosclerosis, are such insignificant factors in the death-rate that they do not appear

in this list of principal causes at all. On the other hand, those diseases which are either directly due to under-feeding or in which the mortality is highest among those who are poorly fed and lowest among those who are abundantly fed—consumption, pneumonia, diarrheal diseases, typhoid and inanition (a polite official term for starvation)—account for a death-roll of 250,000 victims, or nearly 30 per cent. of all the deaths. Diseases even possibly due to or aggravated by over-feeding, 3 per cent.; diseases certainly due to or aggravated by under-feeding, 30 per cent. Other factors enter in, but surely if low diet were such a wonderful promoter of longevity and warder-off of disease, it ought to have prevented at least half of these 250,000 practitioners of it from falling victims of diseases due to lower vitality. Such diets as are advocated by our reformers—viz., from sixteen to eighteen hundred calories—are, in effect, starvation diets for men exposed to the wear and tear of workaday life, for women, and for children. They represent a bare subsistence diet capable of sustaining life and moderate degrees of activity, but giving no reserve for protection against disease or for recovery from its attack.

Thousands, yes, millions, of the human race have been compelled and are yet compelled to live on just such diets as our reformers recommend, and instead of being healthier, freer from disease and longer-lived on that account it is a rule as unbroken as any axiom of Euclid that

the death-rate in any given community varies in constant ratio with the social position of the individual, being highest in the lowest and most sparsely fed classes, intermediate in the middle and better-fed classes and lowest of all in the wealthiest and best-fed classes. The much-vaunted blessings of poverty exist only in the imagination of the poets, if indeed they have not been invented by both poet and priest for the purpose of making the less-fortunate classes better content with that station to which it has pleased Providence to assign them.

Frugal Poor Have the Higher Death Rate.

It is a real surprise to some of our pseudo-philanthropists to learn from the stern and unimpeachable evidence of the mortality and morbidity records that the blameless and frugal poor have the highest death rate, the highest disease rate and the lowest longevity rate of any class in the community. The same statement is equally true of nations. The most abundantly fed races of the world today are those which are in the van of the world's progress. The measure of the spareness and the slenderness of the diet of a race is the measure of its backwardness and stagnation. We have heard so much baseless fairy-tale and poetic cant about the healthfulness and the endurance of the blameless Hindu and the industrious Mongolian that it really comes almost as a shock to us to discover, when we are brought

face to face with these interesting peoples, that their working efficiency is from one-fourth to two-fifths less than that of the meat-fed white man; that their death rate is from double to treble that of the civilized races; and that the average longevity of the Hindus, for instance, is barely twenty-three years as compared with some forty-seven years in our American whites. Ten days of practical observation abundantly demonstrate that the only reason on earth why a Hindu or a Chinaman or any other Oriental lives upon a diet of rice, or pulses, or vegetables is that he can not afford anything better! The sole cause of a vegetarian or low-protein diet in any race is plain poverty. The moment that a Chinese or a Hindu in America begins to earn something like a white man's wages he abandons his former diet and begins, as he expresses it, to "eat American." As soon as he does so he increases his working power from 20 to 40 per cent. and diminishes his liability to disease in the same proportion.

The first step in the magnificent modernization and civilization of Japan, for instance, was to put, first her army, then her navy, and then as nearly as possible her population, upon a European diet rich in proteins—wheat, pork and beef. The so-called vegetarian or low-protein victories of Japan were won by an army and navy which had been for fifteen years upon a ration rich in protein, modeled as closely as possi-

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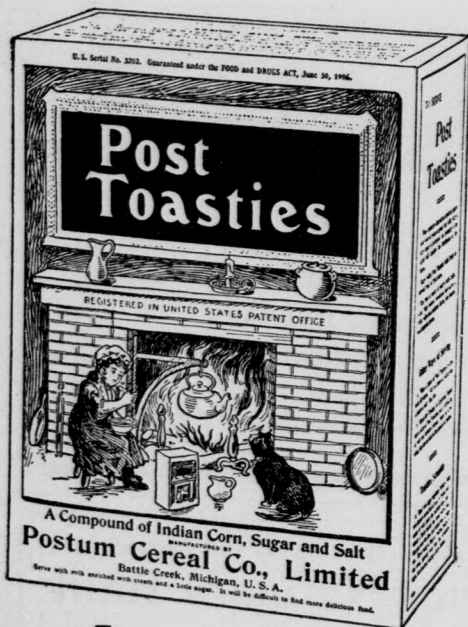
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ble after that of the German army and originally adopted for the purpose of stamping out beriberi.

Famines Followed by Epidemics.

Finally, apropos of the diseases of under-feeding versus those of over-feeding, I would call attention to the significant fact that practically every prolonged famine is followed by the outbreak of some epidemic. In fact, from one-half to two-thirds of the deaths in a famine are due to some form of fever, which the lowered nutrition of the victims has allowed to gain a foothold. There are a dozen diseases, from typhus and typhoid to cholera and plague, which are known by the significant name of "famine fevers." If any epidemic or wide-spread disease has ever resulted from over-feeding or followed on the heels of a too abundant crop it has entirely escaped the eye of medical science.

Pure Food and More of It.

To sum up: Nature is no fool, nor has she been wasting her time these millions of years past in sifting out the best, both of appetites and individuals, for survival. A certain definite amount of fuel value in food is essential to life, health and working power and a surplus is never one-tenth as dangerous as a deficit. Particularly is this the case in growing children and in women during the reproductive period. It is doubtful, in fact, whether these two classes can be induced to absorb more real sound, wholesome food than is good for them. The vast majority of our diseases of dietetic or alimentary origin are now recognized as due to poisons absorbed with the food, or resulting from its putrefaction. What we really need is pure food and more of it, instead of less. The diseases of over-feeding are chiefly the pathologic amusements of the rich, and exercise a comparatively trifling influence upon the death rate. The diseases of under-feeding are the pestilences of the poor, that sweep them away by the thousand and by the million. Two-thirds of the patients who come to us, as physicians, from whatever walk of life, are under-fed, instead of over-fed. Even gout has little to do with over-eating, and nothing at all with red meats. "Poor man's gout" is just as common as "rich man's," now that we have learned to recognize it. To paraphrase Goethe, "Food, more food," is our cry. Every increase in the abundance, the cheapness and the purity of our food supplies lowers the death rate of the community an appreciable notch.—Woods Hutchinson, M. D., in *Cosmopolitan*.

More Airy Persiflage.

The man in the moon was smiling up at the cow who was making the record-breaking jump famed in fairy-tale.

"Now, for goodness' sake," cautioned the cow, "don't emit that whiskered wheeze about beef being so high."

"Don't fly off your orbit, Bossy," chuckled the moon-man: "I was merely wondering if you're worth more on the wing than on the hoof."

SOMETHING WRONG

With the Man of 50 Without a Home.

Written for the Tradesman.

Quite likely those who can afford to ride in automobiles and those who can not afford them, but do, would not be pleased with the company of a tramp. But sometimes apparent extremes meet to the advantage of one or both parties.

Was he a tramp who happened along the country road where an automobile was stalled? Perhaps he was and perhaps not. One can not always judge by clothing. He might have been a rural member of the Legislature returning from work on his farm. He was six feet tall lacking a half inch, broad-shouldered, erect, with a clean face, long beard turning gray. He wore a hickory shirt, blue overalls, thick-soled new shoes and a black coat with traces of white paint on it. When he came up to the automobile party they were not just at the time enjoying their trip, but let the tramp tell the story:

"There they were in the hot sun, the man with his coat off, hands all dirt, tools and wrenches lying around, trying to fix a tire. He had patched it up and filled it with wind and it had gone down again. He didn't know what to do. 'Could I assist him?' I could and I did. I patched that puncture on the inner tube, put on the tire and blew it up and it held all right. 'There,' says I, 'the others will give out before that does.'

"How grateful they were. They laughed until they were almost foolish. 'Friend, how much do we owe you? We'll pay you anything that's reasonable.' 'Friend—a friend in need is a friend indeed.' The lady—she was a fine one—handsome, you know—opened her purse and took out a new one dollar bill and offered it to me. She wanted me to take that money. 'No,' says I, 'we country people don't get anything for our work. You are welcome to all I have done for you. If you should ever happen along with a lumber wagon and the tire came off I could heat it and put it on and shrink it so it would stay until the end of the road. Or if I had a yoke of oxen and a stoneboat I'd give you a ride.'

"Says I to the man: 'Did you ever learn to drive a yoke of oxen?' How he laughed. 'No.' 'Well,' says I, 'you never learned to run an automobile either. I'd advise you to learn.' Seventy miles from home. But that is nothing—no distance at all. And say, do you know, they had their beer and whisky right along with them? And the lady—a lady, just think of it—offered me a drink of whisky. I took it—of course I did. Then it was 'Good-bye,' and they waved their hands. Zip, zip, zip, zip. 'Good-bye.'

"A man hasn't any right on the road any more. He is in danger of his life. Drunken fools running automobiles. 'Get out of the way or get run over. Beer and whisky! Go in town and you'll see the automobiles standing in front of the saloons grinding themselves to pieces. Out

they come; pile in. 'All aboard!' Chug, chug, chug. Away they go.

"'Hadn't there ought to be a law against carrying whisky and beer in the automobiles?' Of course there had; but how much good would it do? There are plenty of places along the road and they would go all the faster to get to the next town for a drink.

"The automobiles, the rural mail, the telephone and graphophone, the cream separator and a little gasoline engine in every house. Rattlety-bang all the time. No wonder the people are going crazy and building more additions to their prisons and asylums. Meet a boy, it's 'Hello, old man! Where did you come from? Where are you going?' It isn't 'Good morning, sir! How do you do?' It isn't 'Good-bye' or 'Good night' any more. Where are their manners? If I'd ever called my father 'old man' he'd raised welts on my hide as thick as your finger. When I went upstairs at night it was, 'Good night, mother; good night all.' And we did not need any alarm clock to get up by. A man can learn to get up just as regular as the clock if he has a mind to. And if we didn't get up father took the bed cord to us. But it was not because he was ill-tempered. It was for our good. It was to strengthen our memories. Perhaps the same day after supper he would say: 'Well, boys, let's have a game of quoits.'

"When I go away from a place I always say, 'Good-bye' to let the folks know I'm gone, so they won't be hunting around the barn for me or thinking I've fallen into some hole or got hurt by the horses.

"Well, I've just the axes in the woodshed and the hoe and wheelbarrow where I found them and there is the bucksaw. Shall I carry that to the shed? I want to do everything right. 'Good-bye! Good-bye, missus! Good-bye, little boy!'

Was he a tramp? He was called so and he didn't like it at all. He would saw wood or hoe garden all day in the sun with the thermometer near ninety. He could do hard work and eat hearty meals. He could sing hymns or he could curse the owners of fine houses who made the tramp or day laborer sleep at the barn in summer. Everyone would call him a failure; but who knows if the fine

lady and the man in the auto were any less failures? How many of the younger men racing through the country with their automobiles will ever see 50 years of age or be able to earn a dollar whenever they need one?

There is something wrong with the man with gray beard who has no home but works a few days here and a few there where he is known; but there is much more wrong with many of the automobile riders, and their last days may be more desolate, more miserable or more dishonored than those of the tramp who could drive oxen or repair a punctured tire.

E. E. Whitney.

The speed mania hasn't yet touched the messenger boy.

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New Advertising System Developed by Window Display.

Many very beautiful trims of clothing and furnishings have been noticeable during the month, and to look at those windows one would not think for a moment that the clothier and furnisher is limited in resources. His varieties of makes, styles and kinds give him fine opportunities for a beautiful display. In a few windows certain articles were brought together that were not in contrast, thus weakening the effect of each. When it comes to articles, only things of a kind that can be contrasted, and, since the contrast must be sharp and distinct, only such pieces should be used as will produce the effect intended.

Hats may be so arranged as to make a beautiful and striking effect. Straw hats, derbies, soft hats, with various colors, make good material for a trim. There is a variety enough in the style and kind of hats to give pleasing variety to the whole trim.

In one window hats in respect to color were arranged in rows, starting at the bottom of the window and slanting inwardly and upward. The trim lacked variety in the arrangement of its parts and the hats were placed too close together. If fewer hats had been used, and, instead of racks, stands and proper contrasts made with the different colored hats, the trim would have been more beautiful and more effective.

Two black hats brought together is not a happy combination. The effect of both would be much greater if a pearl or brown hat were placed between them. For the same reason a black hat between two light-colored hats increases the effect.

It is not well to place the hats all in one position, for that prevents the play of light and shadow, which give a softening and pleasing effect to the trim.

Straw hats thrown together in a window and piled up three or four feet high, without order or system, is not a window trim, it is simply a pile of hats; the design is to make a show of hats. It has about the effect on the passerby as a pile of hats in a pushcart. Some very beautiful trims of straw hats were to be seen this season, and, judging by the crowded conditions of these stores, the window displays greatly increased their sales.

The summer season brings fine opportunities for stylish window trims; there seems to be such a fitness of things to surroundings which throw tints of beauty upon all things that go to make up a pleasing window scene. The large stores vie with one another in the art of window decorations, and, as the result, some most beautiful effects have been produced.

In speaking of window trims, one must not judge a window trim of

men's clothing and furnishings by that of a large dry goods store, for the difference is of kind and not of degree. The dry goods trims constitute a family of trims peculiar to itself, and so with each class of trim, differing one from another in kind. Trims of clothing and men's furnishings must be compared with their individual family trims, and so on with each kind.

The very best trim of men's furnishings may suffer if compared with the very best dry goods trim, but it frequently happens that persons make their comparisons in that way, and judge the trim of furnishing goods accordingly. Their judgments, however, are founded upon a fallacy of confusion of types, which invalidates their criticism.

The highest possible type of clothing and men's furnishing trims must be the standard for judging all trims of its class. The standard type must be true to perspective; the colors must be brought into sharp contrast; it must have simplicity, harmony and the articles should be the best and the finest of their kind. A window of this class affords a good criterion of judging all of its class and forms the basis for sound criticism.

A clothing window that is made exclusively of wearing apparel frequently has the criticism that it lacks the beauty of that of the furnishing goods window, because it lacks the place, as it compares something out of class with the make-up, which is wrong, for reasons above stated. A window trim entirely of clothing, without any furnishing goods, as accessories one which we do not advocate—must be judged by trims of its own kind and not by models foreign to its class. Clothing having color peculiar to itself, good effect may be made by bringing the articles into proper contrast.

It is sometimes said that the taste prevailing in a community should govern in making a trim. Taste is a relative quality, and varies in degree, and, therefore, when considered with referenc to a work of art, it forms no criterion for the judgment of the artist, provided such artist has a pure taste for the beautiful in art. Therefore if the taste in a community is to be taken as a standard, naturally the question as to what that standard is becomes the first thought of the trimmer.

There will be found people in every community that have a fair degree of taste for the beautiful, but those will always be in the minority, making up a mere remnant of the whole. A large class will be found with a much lower degree of taste than is observed in the remnant and below this class will exist a still larger class, whose taste for beauty in art is practically undeveloped. It would not do to select the lowest, but the medium-developed taste would furnish the basis.

The impossibility to reach a definite criterion in this may leave the window trimmer without a standard. What is he to do in such circumstances? He must familiarize himself with the highest type of window

dressing known to the art, and make that his standard. In that way he will have something to work up to, a model to follow, a taste to adopt.

Flowers are neither clothing nor furnishing goods, but they add a finishing touch to the display of these articles. A rose here and there among your lines is a decoration really beautiful, which reflects its beauty on its surroundings. It is not only beauty it gives to the display, but it indicates the taste for the beautiful possessed by the trimmer, which is worthy of consideration.

Beauty is to the eye what music is to the ear, and brings forth the pleasurable emotions of the refined. A bunch of roses does not cost so much as an orchestra; besides it will serve your purpose better.

The music interests and draws a crowd, but the feelings it brings into action are not conducted toward your display. The rose, on the other hand, is silent, but there goes from it a feeling of pleasure that follows its reflections upon exhibits surrounding it. That is what you want.

The flower is but a supplement of the whole scene before the eye. It takes all the parts to make the whole, and in supplementing the display with flowers it softens the appearance of selfish designs upon the beholders. The aim to please as well as to sell is prominently brought forward.

Some people appear to have fallen into a sort of carelessness in placing their goods in the window, which gives the display a ragged and indifferent appearance that detracts greatly from its effectiveness.

Indifference as to the general appearance of a window will be viewed by the public indifferently. Not all people may appreciate fully the labor bestowed to produce the highest conception in the art of window dressing, but there are many that do appreciate it and it is always better to try to reach their standard of ideas than to fall below; to please the last-mentioned the window dresser can always be working with profit.

Business of to-day is conducted upon principles other than those governing a century ago, and, in the progress of these changes new methods of advertising have come into

play which now reflect the progress the merchant has made.

Window display is only one of the methods the new system of advertising has developed, but it is among the most important. This being so, its influence should be fully recognized, so that each trim may reach the ideal of a good advertisement.

If the merchant is advertising in his local paper his window display should supplement such advertisement. To advertise one thing in the newspaper and display the opposite in your window is not good method. By keeping in view one's printed advertisement one may produce a window effect strong and attractive—

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.

**THE
IDEAL CLOTHING CO.**
TWO
FACTORIES.
GRAND RAPIDS, MICH.

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.



**Pearl
Buttons**

Pearl Buttons in cabinets are big sellers. We have a large line to select from in plain and fancy, and also colored pearls, ranging in price from \$2.25 per 100 dozen cabinets and upwards. Let us have your order for a few sample cabinets; also full plain and fancy buttons in one gross boxes.

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

strong because supplementary to the printed product, attractive because the printed matter has prepared the mind of the reader for it; effective because it centralizes the interest developed by the articles of publicity. To blend the two into one effect may require study and practice. It will be the bringing of the practical out of theory, or the bringing of the ideal into visible form.

Any manipulation of devices which overlap the display of goods by placing before the mind a scenic effect of brilliancy takes the attention away from the goods. It is thought by those that resort to such methods that when through an extraneous brilliant effect people are brought to the window their attention will gradually revert to the goods in the window, but such a view is contrary to mental operations. Having concentrated the mind upon a highly brilliant object, the less brilliant objects about it have no power to hold the activity of the mind.

The principle may be observed in viewing two pictures placed side by side, one of which is a perfect piece of art, reaching a high ideal of the beautiful, while the other is prominent only for its lack of fine art or of the beautiful. The painting reaching the highest conceptions of art will receive first attention, and, after the pleasurable emotions have been aroused by it, the companion picture, not possessing similar power, will receive no attention, since the pleasures derived from it are below the feeling inspired by the first.

It is not intended to convey the idea that window trimming should not be brought to some system of exact rules, but if the primary object of all window displays is to advertise the goods displayed, some thought should be given to the economy of attention. Too much scenery in a window unrelated to the garments will not enhance the attractiveness of the goods, neither will it contribute to the influence of the silent salesman intended by the display. No matter what the nature of the embellishments, there should be a unity in the scene and when unrelated objects are introduced that unity is broken and the beauty of the scene lessened.

The art of window dressing is subject to varied tastes and eccentricities. Scarcely two trimmers will be found that work out their conception by any determined rules, and for this reason each scene apparently reflects the taste of the trimmer.

While, therefore, the trims vary with the tastes of the trimmer, we believe in keeping in view the selling qualities of the articles on display; that is the central idea should always be some article made prominent by the method of the scene, and, since the mind reaches complex conceptions through simple ideas, one must become familiar with window art through its simple elements.

The whole is reached by gradual steps, but where care has been taken in placing each piece in proper rela-

tion to the one preceding the effort worked out will be strong.

The tendency to overstock the window has been frequently mentioned in these talks; keep it prominently in mind. The attractive arrangement of a few articles is more effective a hundred times than the bewilderment arising from a "little of everything." The tendency to disregard this rule is most likely to appear after the arrival of a consignment of new goods.

Change the display often; make it attractive and have each one entirely different from the last; every time you trim the window make it new; after a time the reputation is made: "You always see something new in his window." It costs nothing more than a little trouble and no trouble must be so called when success is at stake.

Presuming that you give your windows due care, look about and see if there is not more space you could use; some little corner, perhaps, where you keep the shade drawn, or cover with a sign in front. Do not let it escape; make it work; make it show goods.

You may think it time wasted; may think there are goods enough in the display you have and therefore this extra work is superfluous. Have no such thought. Some passers-by will see the articles every day and one never can trace the sales which result from these silent appeals to the purses.

Suppose your sales could be accounted at the end of the year; suppose this obscure corner has sold ten dollars' worth, or even five. How much has it actually cost to sell? These figures, however, are simply called in for the moment as illustrations.

Window trims are becoming more general season by season, and the more wide the range the more it becomes necessary to break away from the commonplaceness of the art. It should not be said of window trims "That all coons look alike." There must be a diversity or else their influence as a store adjunct will wane and gradually vanish altogether. Suppose, in a city of fifty or a hundred stores, all the stores have windows trimmed upon the same plan and make-up, there would be a sameness that would prevent any one of the trims from becoming prominent and attractive.

Fashions are in vogue among a certain class until they become general among the masses. At first they are specialized, but as they move from the specialized condition to a condition of a universal generalization they cease to be desirable among those that first look to them. When that condition has been reached something new in fashion is demanded.—Clothier and Furnisher.

The pulling power of an advertisement depends more upon the quality of its persuasion than it does on the space it occupies.

Don't make a hobby horse of the golden calf.

Don'ts For Salesmen.

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

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

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

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

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

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

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

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

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

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

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

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

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

Don't borrow trouble until it

knocks at your door. Many troubles are more imaginary than real.

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

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

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

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

John Trainer.

Useless Expenses That Sap Profits.

Pruning season comes in businesses as well as in orchards.

The fruit of profit is borne on the branches of expense. And profit like fruit grows biggest on the tree whose branches are pruned in season.

Let expense grow wild—profits grow small. Trim expense close to the balance between efficiency and economy—profits will come to a harvest.

Every business will warrant just so much expense. But the tendency of expense is always to cross the margin of profit and invade the column of loss.

So check over your cost sheets. Scrutinize your payroll. Analyze your overhead charges.

Then cut to the bone the useless expenses that sap profits.—System.

There are lots of plums on the manufacturer's tree. You ought to cultivate the habit of looking for them.

White Hosiery



This item is in good demand and we can make immediate deliveries.

Ask our salesman about same, also look over our fine line of hosiery for Fall trade.

Grand Rapids Dry Goods Co.
Exclusively Wholesale Grand Rapids, Mich.

N. B.—We close at 1 P. M. Saturdays

SPECTACULAR PLUNGE.

A True Story of Success Against Heavy Odds.

Written for the Tradesman.

The Grill Room of the Phoenix House presented a scene of animation and good cheer. And if you happen to know the Phoenix House you will realize the conservatism of that simple remark. If you don't know it then you've got a treat coming.

Bud Bodkins put me next. "Where are you going to stop?" asked Bud, as I told him where I was headed for with my swell line of fall and winter shoes for little people. "Search me," I said, "this is my first trip." "Well, you go to the Phoenix House. It's a rock in a weary land; and if you are within a hundred and fifty miles of ——— when the Saturday afternoon shadows begin to lengthen you run in for Sunday." This I throw in by way of a parenthetical tip. "He that hath an ear let him hear."

The Phoenix Grill Room is one of those delightful places where things are laid out on big, easy, restful lines. There are no gimcracks in the Grill Room. The woodwork is dark, the rug is a two-tone creation in green and the lights have that soft, soothing quality. The chairs are upholstered in olive green and Spanish leathers; and somehow the world seems a good place to live in when your "anatomy" is at peace in one of those chairs in the Grill Room. And best of all they have a real wood fire when old Sol isn't on the job with sufficient strenuousness to make artificial heat a gratuity.

On the occasion of my last visit to the Phoenix there was a fire in the big, open fireplace for the evenings were chilly; and when I came sauntering in about 8:30 p. m. I found Tony Collins, Johnnie Meyers and another man toasting their feet before the cheerful blaze. This stranger proved to be the representative of a sheet metal and wire goods concern, and a most capable and interesting man, by the name of Harris.

Harris was talking at the time of my entrance, and, as I soon learned from the drift of his story, was telling about the possibilities of sheet metal commodities. He was illustrating his point by the story of a young fellow's recent success in that line. This particular party had struck it rich on a new flexible laundry tag—an original idea with him. He started out by getting a patent on his tag, then he began putting it out in a timid, tentative way. Almost at once the tag proved to be a general favorite. And in due time the young man had demonstrated to his own satisfaction that he had a moneymaker. Before long he had succeeded in digging up enough money to go into the business on a big scale, having equipped himself with automatic machines for turning out his tag in quantities.

This introduced a somewhat general discussion of the age-old, yet ever new, theme—success and failure. Each one of us in turn took a pass at the subject. Each of the stock features of the general topic—

luck, pluck, grit, gumption, experience, training, capital, etc.—found its advocate.

"I tell you what I think," said Tony Collins, as he relighted his meerschaum for the twenty-third time—everybody who knows Tony knows it's a joke the way that meerschaum goes out—"it isn't luck, and isn't so much business experience and sense; it's cold, raw nerve that does the business. If a man has a cool head and hanging-on proclivities like unto the grip of a bulldog he'll make good; if he hasn't got nerve he's liable to go to pieces under the most favorable circumstances.

"Now, there's Billy Frisby, for example, formerly with Wheezencamp & Co., makers of funeral cars and high grade carriages, but now sole owner and proprietor of the White Gem Laundry out at ———. Billy's long on grit. Take him all in all, he's got more downright, unadulterated, highly specialized nerve than any man I know of.

"What would you think of a man's going up against a forty thousand dollar proposition with about four thousand dollars cash? What would you think of a man's butting into the laundry business alone, unchaperoned and practically as new to the ins and outs of a steam laundry as a newly born babe? Wouldn't that sound like failure? Wouldn't you say that, by all the sings of the past and tokens of the present, he was merely inviting disaster? Of course you would; and you would brand him as a plumb fool for bucking up against such an obviously impossible task, wouldn't you? Well, that's what I did—and I felt sorry for Billy's wife. Now Billy's wife feels sorry for my wife; for the story of Billy's success in the laundry business reads like a fairy tale.

"The way Billy happened to go up against that laundry proposition sounds like an extract from a book. Billy was the star man of his house before he got into the laundry business, and they say he could put up the swellest line of talk on a funeral car that ever came down the pike. One time—and this happened about four years ago—Billy was sent away out to pull in some business—Billy traveled from Pittsburg to Puget Sound—and one day on the smoker he fell in with a fellow by the name of Shannon. Shannon claimed to be a knight of the grip. Anyhow he was a man of fine appearance and a jolly good fellow. Billy and Shannon got on famously.

"In the course of their talk Shannon told Billy about a wonderful opportunity in the city of ———, in the way of a steam laundry that could be bought for forty thousand dollars. It was a dandy good plant, thoroughly up to date and doing a big business. It was owned jointly by two men, both of whom were in wretched health and both of whom wanted to sell out and move into more congenial climes. 'Doesn't interest me,' said Billy, for two very good and sufficient reasons. In the first place I don't know a blessed, blooming thing about the gentle art

of rejuvenating linen, and in the second place I haven't got coin enough to tempt a proposition of this magnitude.'

"'Oh, come on,' said Shannon, 'be a dead game sport. I tell you this is an opportunity of a life-time. Nothing to it, this is a bona fide tip. The plant is easily worth the money—and a whole lot more. The business is in a prosperous condition. They have the good will of the people. And if you could just see the fellows that own it you would know at a glance that they are in precarious health. One of them especially is on his last legs. Now as for knowing the business,' continued Shannon, 'I can tell you from my own knowledge of the laundry business—and I used to be in it myself—that you could learn it in no time. If you are as game as I think you are I'd like to have you as a partner. Now it so happens that my wife has five thousand dollars. I would very gladly put this money in the business. We could pay ten thousand dollars down, give notes, secured by a first mortgage on the entire plant, for the remaining thirty thousand. As a matter of fact,' said Shannon, 'I believe we can get the plant for considerably less than forty thousand. But, as I said, it's dirt cheap even at that price. What d'you say, Billy?'

"Billy said that he wasn't much of a chap to run on fools' errands, but as he was not so very far from ——— he would run over with Shannon and look over the property. And the upshot of it was that they looked over the property. Billy did a good deal of observation and interrogating on his own hook. Strange to say, he found the plant in about as good condition as Shannon had pictured it. And they were doing a good business, as Billy could see for himself. They seemed to be doing as good a class of work as any laundries of the city; and they were doing lots of it, and as for the health of the owners—well, Shannon was right; they looked the part of genuinely sick men.

"In the meantime Shannon, of course, was putting up a strong line of talk on his familiarity with the laundry business. The best thing about Shannon was his talk.

"Well, the result of the visit was that Billy put up a nice bunch of money for an option on the plant, then he sent in his resignation to Wheezencamp & Co. and headed for home. Shannon left (ostensibly for Chicago) to straighten up his affairs and get the money.

"Now it happened that Billy and his wife lived next door to us on Linden avenue; and the very next day after Billy got home I came in. So about the first thing I heard after reaching home was the news of Billy's spectacular plunge. I could scarcely believe my ears, it seemed so rash. But presently Billy and his wife came over and we all talked the whole thing through as the evening hours lengthened. My wife and Billy's wife were such good friends the prospect of immediate separation touched their hearts deeply and it made me feel

awfully blue to think of Billy's going so far away—especially upon such a precarious venture.

"In a couple of days Billy had his furniture packed and crated and the vans were taking it down to the car. My wife and Billy's wife were talking it over with moist eyes and aching hearts and there was a smell of burlap and excelsior everywhere. Suddenly the doorbell went br-r-r-r, and in walked Shannon. Shannon looked glum and there were notes of tragedy in his voice. So he stood up by a packing case and made his statement: It was brief and dolorous enough. According to Shannon's statement his wife's money was invested in a dairy venture out somewhere from Chicago and secured by a first mortgage on milk cows, cow pens, cow feed, milk wagons, milk cans, milk stools and all other and sundry of the appurtenances and paraphernalia appertaining to, and an integrant and necessary part of, the dairy business aforesaid. But the dairy venture in question had only recently suffered what seemed to be a solar plexus blow by virtue of a disastrous fire which had licked up cow pens, cow feed, milk stool, milk cans, milk wagons and practically everything else in sight with the exception of a few brindle cows of uncertain age and questionable bovine temperaments. To make matters worse the property was uninsured—a deplorable oversight—and there seemed to be nothing to it but to grin and bear it. Shannon appeared to be beyond the grinning stage.

"Now here was a pretty pickle indeed for poor Billy! And I shall never forget how the perspiration broke out on Billy's forehead. But Billy was game. So after thinking the thing over he said: 'Well, it looks as if I'm in for it; but I'm going on just the same. It's too late to side-step now.' And so Billy and his wife went out to buy a forty thousand dollar laundry plant with some four thousand dollars cash in hand, and no backing but Billy's unmitigated, cold-blooded nerve. Incidentally, I may say that he took Shannon along with him, although Shannon soon dropped out of the affair altogether. Shannon was as short on laundry experience as he was on money. In fact, Shannon was a mere bluffer and just where he profited by this transaction Billy doesn't know to this day. One thing of which Billy is dead sure, and that is that Shannon's hard-luck-story was made out of whole cloth.

"Billy's nerve stood him in hand. He put up the money that he had in hand, gave notes for the remainder and arranged to retire certain of these notes quarterly until the entire amount should be paid. Billy's nerve, business ability and evident earnestness enabled him to get some local help by way of endorsement, and the deal went through. Of course the wisecracks of that Western city prophesied forthcoming disaster and all that sort of thing; but Billy weathered the storms as they came one by one.

"He had his troubles all right. His foreman played him for a sucker and he was imposed upon by his em-

Drawer Operated National Cash Registers With Autographic Attachment



No. 1054

\$95

With
Autographic
Attachment

\$80

Without
Autographic
Attachment

The Best Made—Fully Guaranteed—Low in Price

This No. 1054 Total Adding Drawer Operated National Cash Register prints, under lock and key, a sales record which shows the amounts of all transactions; shows whether they are cash or charge sales, or whether money was received on account or paid out, and the clerk who handled each.

Is equipped with Autographic Attachment described below.

32 Amount Keys, registering from 1c to \$9.99, or from 5c to \$59.95. 5 Special Keys, Cash, Charge, Received on Account, Paid Out and No Sale.

National Cash Registers with the Autographic Attachment furnished as low as \$55.00.

Other styles as low as \$15.00. A liberal discount for cash, or easy monthly payments.

Style of
Autographic
Attachment
Used on
Drawer Operated
Registers



By means of the Autographic Attachment you can write the name of customer, the article sold, the cost price or other notations opposite the printed amounts made on the sales record.

This daily sales record can be filed away for future reference, as it provides a complete history of each day's business.

This is the Story the Sales Strip Tells of Your Day's Business

<i>Adams Exp. Co.</i>	A Pd	- 0.75
<i>2 bu potatoes</i>	B Ca	- 2.00
<i>Mrs. A. Meyer</i>	A Rc	10.05
<i>Drayage</i>	A Pd	- 0.50
<i>1 Ham</i>	K Ca	- 1.73
<i>2 lb. Coffee</i>	D Ca	- 0.72
<i>Mrs. J. C. Williams</i>	E Ch	- 4.91

- I paid out 75 cents for expressage
- Charles sold 2 bushels of potatoes for \$2.00, cash
- I collected balance of account, \$10.05, from Mrs. A. Meyer
- I paid out 50 cents for drayage
- William sold a ham for \$1.73, cash
- John sold 2 lbs. of coffee for 72 cents, cash
- James made a charge sale of \$4.91 to Mrs. J. C. Williams

Facsimile of sales strip, showing printed and written entries. The printed amounts are totaled automatically by the register.

This strip of paper is wound on a continuous roll, works automatically and is 3½ inches wide, with ample space for writing.

REMEMBER THIS: We guarantee to furnish a better Cash Register for less money than any other concern in the world.

The National Cash Register Co.

Salesrooms: 16 N. Division St., Grand Rapids; 79 Woodward Ave., Detroit

Executive Offices: Dayton, Ohio

ployes. But Billy was the sort to get wise over night. Billy stayed right on the job. He used head work and the way he mastered the details of the laundry business is a thing to marvel at. He shortly fired his foreman and filled the vacancy himself. He camped on the trail of tricky employes, and it wasn't any time until the folks in that plant realized that there was a real man on the job; so they quit giggling and got down to business.

"Competitors knifed him and used every conceivable species of underhanded work to fling him; but Billy wouldn't be flung. He had gotten in and he proposed to stay right there and win out or perish in the effort.

"He met his notes with punctuality and in a very short time had established himself in the good graces of the populace. You know those Westerners have a way of picking winners and they do love a game man. Billy was both.

"But he was more. He was a business-getter. His road experience stood him in good stead. Billy went after business in that Western town in a manner new and astonishing to the natives. He was simply irresistible. Then his newspaper advertising was the talk of the town.

"To make a long story short, Billy paid out every dollar on that forty thousand plant and bought him a seven thousand dollar home all in four years' time. He now owns a big touring car. Recently he took a flying trip to Europe. Now if anybody can match that with a true story of success through sheer nerve, I'll pass.

"I tell you, boys," concluded Tony, "it's nerve more than anything else that does the business."

Charles L. Garrison.

How to Know Your Own Mosquitoes.

If ever the present summer warms up to a degree inviting the native mosquitos to come out in the open—which inferentially is an invitation to the outing party and the occupancy of country homes—learn to know your mosquitoes. Most mosquitoes require merely a scratching slap at the itching center. The malarial mosquito is the bug you must watch.

This malarial mosquito is a little handicapped by nature. His diamond drill is at a slant, making it impossible to stand on all six or eight legs and get busy. Literally he stands on his head when he goes after blood.

The inference is that if you get a bite look at the position of the mosquito. If he's up on his forelegs, biting, get him, and then to the quinine capsules. If he's biting where you can't see him yourself, an electric light flasher will enable a friend to see.

Above all, according to this new theory of the malarial mosquito, remember that, if one head down insect bites and inoculates you, three, or fibre, or ten of them afterward will effect malarial poisonings, separately and distinctly, until you may have "ague" to the tenth degree.

Some men are strong minded and others have a pig iron will.

MAME'S MEAL TICKET.

A Study in Sociology By an Ignoramus.

Written for the Tradesman.

A writer in a magazine which is investigating the working girl problem reports hearing numerous expressions like this:

"Oh, I'm sick of this grind; I'd marry any old thing just to get out of it!"

The writer admitted, by the way, that most of the girls who used the language quoted knew nothing of the duties of a wife, could not cook, would not even keep themselves looking neat and clean. Yet a good many of these girls pick up husbands just to get out of the daily grind. Therefore the divorce courts, the State homes for dependent and neglected children.

There was Mame. She was a pretty good sort of a girl, bright, and all that. She worked at the ribbon counter and had one dollar to the good each week after she paid her board and laundry bill. She looked rather nice in the store, because she had to in order to hold her job, but the boarders at the place where she lived used to back away when she came down Sunday mornings in her faded kimono and without her make-up.

She snared David, who drove a delivery wagon, and who had never seen her in the faded kimono and without her war-paint on. David earned \$12 a week, and they went to housekeeping on that sum, buying their furniture on the installment plan.

Mame called David her meal ticket and was very happy. After she had given David his breakfast and filled his dinner pail she had nothing to do but read Laura Jean Libby and visit her chums all day. Most of the time she got back home before David did.

One day she came down to the store to buy ten cents' worth of red ribbon, and sat down on a stool to chat with Frankie, who was still her chum.

"Gee!" Mame said, with a sigh of relief, "this is a great life I'm leading. It's too good to be true, and I'm afraid I'll wake up some morning an' find it a dream!"

Mame took out her purse to show a roll of banknotes and sighed contentedly as she tendered a \$5 in payment for the ribbon. David had given her that money to pay on the furniture, but he wouldn't care if she spent a dollar or two of it. David loved her so that whatever she said went.

"Why don't you snare Mike?" asked Mame, referring to the driver of a grocery wagon who had taken Frankie out on an excursion the Sunday before.

"Mike drinks," said Frankie, simply, as if that ended the discussion so far as he was concerned.

"What's the diff?" demanded Mame. "He's a good worker, an' he'll leave his wad with you every week. I know Mike."

"Not for mine," said Frankie. "He smokes bum cigarettes and doesn't keep the back of his neck clean."

"What do you want?" demanded Mame. "Do you want one of these

here Adonises? I guess if he gets you out of this clerking job he's going about far enough."

"He'd beat me up in a month," insisted Frankie.

"Well, you ain't no chicken," observed Mame, looking in admiration at Frankie's well-developed arms. "I guess you could get in a swipe now an' then. Anyway, I'd rather have a scrap every day than come down to this old store an' smirk at customers. They make me weary."

Mame went away with her nose in the air, sorrowing for the baby attitude of her chum. She came back the next forenoon, her face showing excitement.

"Say," she said, "I had a swell time this morning. You know Dick an' Gerty? Used to work at Noonan's, on the North Side? Dick's runnin' a smoke wagon for Old Noonan, an' he takes Gerty out for a spin every morning of his life. Last night he said he'd give me a peach of a whirl through the park if I'd be ready at 6 o'clock. You bet I was ready at 6 o'clock—ready an' waitin'!"

"My," said Frankie, "I don't see how you could get David's breakfast and put up his dinner, and all that, and be ready dressed at 6 o'clock."

Mame sniffed superior.

"Huh," she said, "you don't suppose I get up at 5 o'clock an' muss around that old gas range, in that hot flat, just to get a swell breakfast for the meal ticket, do you? Not so you could notice it! I hadn't washed the dishes from the night before, an' I pushed em' over out of the way, an' cleared a little place on the corner of the kitchen cabinet and slapped on some bread, an' cold meat, and told David to get his own coffee hot, if he wanted any, on a morning like this one was."

"What did David say?" asked Frankie.

"Oh, he didn't say nothin'. He loves me, that boy does. I can lead him around with a string, like a fluffy little poodle. He held out a dollar on me last pay day, an' I cried—real tears, too—until he gave it up. What do you think I got married for—to run a hot meal joint in August? Not any for Mame!"

Frankie did not express the thoughts which were in her mind.

The next Sunday afternoon, in response to an urgent invitation, Frankie went up to Mame's flat. Mike was with her, and Mike and David went down to the corner place to see if they could rush the growler.

"We've been lazy to-day," said Mame, as soon as "the boys" had left the room. "Dave bought some cold stuff at a delicatessen and we've been lying around just like this. It is too hot to dress up."

Mame wore the faded kimono the boarders used to back away from and her war-paint was not in evidence. Frankie thought she looked perfectly awful, but did not say so. What she did say was:

"Why, Mame!" with a note of surprise in her voice, "I don't see how you dare let David see you sitting around in that get-up."

"What do I care?" demanded Mame. "David don't care. He loves

me for myself alone, that boy does. He lets me do just as I want to. That is what I call true love, dear girl! He cooks the supper half the time. You see, Frankie, I have an awful

Feed Specialties

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Grand Rapids, Mich.



Hot Graham Muffins

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

Wizard Graham Flour

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

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



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.



headache sometimes, when it comes to cooking a hot supper in a hot little flat. I'm tryin' to get David to take a nicer one. He could if he wouldn't spend a dollar a week on himself for carfare, an' cigars' an' shaves."

Mame winked at her chum and laughed until her sides shook.

"I'm keepin' at him night an' day," she added, "about that nice flat, an' I'll get t. You see if I don't. He'll do anything I want him to. What's the use of snaring a meal ticket unless you get him right?"

Frankie did not like the disorder of the flat, the unwashed dishes, the flies feasting on the remnants of a second-hand lunch. She remembered that David had been neatly dressed, even to a clean collar and white tie.

The two girls waited a long time for the boys to return, but they did not come.

"I'll just bet Mike has coaxed David off on a toot!" cried Mame, in distress. "If I catch him at it I'll bawl him out good! If they don't come in half an hour we'll go out to the park an' have supper an' ice cream there. I've got the pay envelope in my hand-bag. I guess David can't go very far without a cent of money!"

Mame took down her hand-bag and opened it to make sure. Her astonished face told the story before it got to her lips.

"He didn't leave a cent!" she exclaimed, dashing the hand-bag to the floor.

Frankie looked sympathetic.

"I've got enough money for today," she said. "Come on!"

Mame seemed to enjoy herself that afternoon thinking over the things she was going to do to David when she got hold of him again. She wasn't a very good companion at any time, but now she was so unreasonable that Frankie didn't remain with her long.

Frankie heard no more from Mame until a week had passed. Then, Monday morning, Mame came into the store with a sorrowful face and took her place at the ribbon counter again. Before long she came over to Frankie.

"What do you think that David did?" she demanded. "He cut me out! That's what he did. I heard that he'd gone to Cleveland. If I knew where he was I'd have him pinched for non-support. That would bring him back."

"Yes," replied Frankie, sweetly, "that would be a good way to make him love you! Another way I've heard of—another way of keeping a meal ticket when you get one—is to feed him up good, and keep up the spell you won him under—low, soft music, and flowers, and dainty dresses, and all that—mixed with moonlight, don't you know, and brown hair hanging over a flushed cheek! What! If I ever get a pie piece like the one you had you bet I'll keep him charmed to a finish."

"Much you know about it!" said Mame, with a scowl. "I had David drilled right until some one butted in. I had him so I'd go to bed before he got his supper, and all that, if I felt like it. Talk about having a fellow charmed! I had him so he'd

give me every cent he earned and do most of the mending and cooking. I'd 'a' had him yet if some one hadn't butted in."

"What did he get out of it?" asked Frankie, smiling sweetly.

"He got me!" replied Mame. "What did he marry me for if he wasn't willing to let me have a good time?"

"You can search me!"

Frankie was getting slangy, too.

"Well, I've got to work in this old store again," complained Mame. "But I'll have him pinched if I find him. I'm not going to work like this when there's meal tickets."

Mame is a type of which the people of Grand Rapids and cities of its size know nothing. She is a factory girl, a sweat-shop worker, a laundry girl, oftener than she is a clerk. Still, conditions are not much better in the great department stores of the large cities than they are in the sweat-shops and factories. As a rule the girls do not receive as much pay in the stores.

It is according to the law of the universe that young people should be attracted to each other, should marry, and rear children, so these girls—the girls like Mame—think they are within their rights in demanding a husband. Perhaps they are, but I was thinking of the young men the girls like Mame marry—without knowing anything about them—when I read the statement of the girls:

"I'd marry any old thing to get out of this grind!" Alfred B. Tozer.

Jap Flour Mills Injure Exports.

"Japan and China are beginning to realize the value of foreign trade in staples," remarked W. D. Boyden, connected with one of the prominent milling companies of California. "They are shipping shipload after shipload of bran from their flour mills to California. However, while they have established mills over there, it is improbable that they will enter seriously into the local markets with their flour. One of the principal reasons for this is that their products are of inferior quality compared with the American goods. With the occidental taste educated up to the standard flour produced in this country, the Oriental flour has little chance for competition.

"The establishment of mills over there, however, has apparently checked the export of flour in any great quantities from the United States. The Japanese and Chinese are satisfied with a grade of flour which would be rejected by the American markets.

"This year there will be the heaviest crops in wheat and barley, from present prospects, that have been known for ten years. The large crops are general over the country. The size of the crops will make for general prosperity, despite present low prices. Barley that brought \$1.25 last year commands only 75 cents now per cental, while wheat is \$1.40 instead of \$1.80 as last year. The record crops probably account for the lowness of price."

Touch life at many points, thereby enriching your nature and winning new customers.

One Way To Save Lemons.

Written for the Tradesman.

One of the problems which confront the grocer with a small trade is how to have on hand at all times an adequate supply of fresh lemons and yet not lose more by decay than his profit on sales. If any reader of this can inform us as to the best way to care for lemons at all seasons it will no doubt be of benefit to many a grocer or general merchant.

Some grocers leave lemons in the boxes until ready to begin selling them. In this way more decay than if the boxes were opened upon arrival and the lemons sorted frequently. Some remove all the paper wrappers immediately, while others leave them on even to be sold. This thoughtless or careless method or lack of method sometimes results in delivering decayed fruit to the customer along with the good.

Every one should know that lemons decay fastest in hot, moist weather. Therefore an opposite condition should be provided when possible. For some purposes a dry, hard lemon is as good as a plump fresh one, but it is not salable. Rather than allow lemons to decay one may preserve them for his own use as follows:

Remove the rind and reduce the inside to a pulp, mix thoroughly with as much sugar as is required for lemonade or pies, put the lemon into fruit jars and seal up. It will keep for a long time this way and one can use little or much at a time

whenever wanted. One can not only save fruit from perishing and the consequent financial loss, but can save buying lemons at the highest prices. Try it. E. E. Whitney.

Henry Smith
FLORIST
139-141 Monroe St.
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Grocers selling the genuine "Baker" goods do not have to explain, apologize or take back

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Ceresota Flour

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Made for and sold
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JUDSON GROCER CO.

Distributors

GRAND RAPIDS, MICH.



Morsels of Comfort for the Homely Woman.

Written for the Tradesman.

Far be it from me to decry the power of beauty. It holds dominion that is all but absolute and, willingly or unwillingly, all bow to its despotic sway. Artists spend their lives trying to chisel its likeness in marble or to paint its rude, faint image on canvas. Poets rack their brains to describe its spell in song. It is the open sesame to much that is most desirable in this world. Because of it beggars have been invited to dwell in the mansions of millionaires and peasants have been summoned to abide in the palaces of kings. On account of one woman who had it in surpassing degree, thousands of brave men lost their lives in one of the most bitterly fought and bloody wars of antiquity.

Much as beauty is desired by all persons, regardless of age, sex or condition in life, its possession is regarded as the peculiar proper heritage of the maiden or young woman. Ugliness of countenance or figure in such a one is almost akin to deformity and the girl who lacks a reasonable share of comeliness and good looks seems, by some cruel malignancy of Fate, to have been defrauded of her legitimate birthright. If, to offset the heavy handicap of plain features, she chances to have neither wealth nor social prestige, then does her case seem to herself and to her friends to be well nigh hopeless, and in her despair she is tempted to cry out with Job of old, "Let the day perish wherein I was born!"

Perchance the forlorn damsel writes to some Advice Column, that accessible oracle to which the modern woman has come to turn in her every perplexity. In due time the stereotyped reply will appear:

"Dear Sister of the Sorrowing Heart—Cease to be troubled because of your big nose and muddy complexion. Cultivate a cheerful temper and an obliging, helpful disposition. Be kind and unselfish and you can not fail to make friends. A loving heart always will find loving hearts. Genuine worth is better than mere prettiness. Comfort those who are in sorrow and you will win lasting gratitude, which is far more to be desired than the evanescent flattery of thoughtless gallants. Cherish high ideals and noble thoughts and, as the years roll past, your countenance will undergo a marvelous transformation, so that your plain features no longer will be noticed, for your soul—your real soul—will shine through."

No one can find any fault with this

counsel or challenge its fundamental correctness. It is simply a rehash of "Beauty is only skin deep," and "Handsome is as handsome does;" the old adages appearing in a new guise, thinned and modernized and brought up to date.

But it is highly unsatisfying to the girl. It is like telling a weary desert traveler not of some cool oasis close at hand but of the plashing fountains and fertile fields to be found in a land lying hundreds of miles across the sands; or like handing a starving man a promissory note, payable in meal tickets five years hence. The girl is not asking how to attain an adorable character in middle age; neither is it a saintly halo about her head after she dies that she is wanting; but instant and immediate beaux and bonbons, invitations and compliments. She does not like being a wallflower, neglected and unsought, but covets the chance to be in the swim with the rest, receiving the attentions proper to her age and sex.

Is there hope for the homely girl? Let her dry her eyes and take courage, for verily there is. The race is not always to the swift nor the battle to the strong. Superabundant powers are often overborne by meager resources skillfully manipulated. There is much in knowing how to play one's cards.

The homely girl or woman should lose no time, but must at once take a kind of inventory of herself, and then she should cultivate diligently the gifts with which she finds she has been endowed. If chary old Mother Nature has given her only one little bit of a talent, let her make the most of that. Possibly she has a voice and can sing well. Perhaps she can play common music in a way to delight common ears. Surely she can acquire some social grace or knack that will render her presence acceptable in almost any company.

If only I could make the homely woman understand what it means to her to become a good talker she would speedily apply herself to the art of social colloquy, than which there is no accomplishment which yields more abundant harvests. The Princess of the Arabian Nights kept her head on her shoulders through the marvelous power of her tongue. It is just as true to-day that no social decapitation can befall the really good conversationalist who, of course, knows how to listen as well as talk.

The homely girl will not receive as many compliments or get as large or as expensive bouquets of American Beauties or be followed by as long a train of admirers as her handsome

friend or sister; but, if clever she may have enough of all these good things to keep her comfortable, so to speak, and to prevent her being shelved or becoming a morose non-entity.

"Every dog has its day," says the old saw, and from the time she is 16 until she is 25 is undeniably the day of the beauty. Then she is having the time of her life, and the homely damsel does well if she can hold her own, as it were, during this period.

But the beauty, when at the very zenith of her prosperity, often will allow some homely girl of her set to steal a march on her and snatch the most coveted matrimonial prize of the season right from under her face and eyes.

Why the woman who has had the pick of all the choicest timber in the woods so often takes up with a crooked stick is hard to tell. Certain it is that the plain girl who is shrewd and sensible, although she may never have had more than three or four suitors in her life, is apt to surprise her friends by securing a far better husband than does the belle who can boast of proposals by the score.

After the age of 25 or at most 30 the power of the beauty begins to wane. If, as is often the case, she has relied wholly upon her looks and not taken the trouble to cultivate more lasting attractions, the spell of her enchantment is soon over and her sun sets early. The virtues of sympathy and unselfishness so eloquently urged upon the homely girl never have been considered necessary for her. Her once pleasing features take on the lines of dissatisfaction and peevishness. Her soul begins to show through and he passes on into middle life as unlovely and unlovable as a spoiled child, which in reality is just what she always has been.

In striking contrast is the homely woman, who, if possessed of brains, upon reaching maturity, is just beginning to come into her own. By this time she has learned what she may wear to advantage and what she must avoid. She knows how to carry herself. She has found out her strong points, which may advantageously be brought to the front, and the failings that must be kept in the background.

Moreover, the trite sayings of the Advice Column are coming true. The face that once seemed an ill-fitting and expressionless mask has been brought under the control of the mind within and has come to be its appropriate index. The soul begins to shine through. Again the ugly duckling has been metamorphosed into a beautiful swan. The homely woman of 20 has become the charming matron or bachelor girl of 40 and may take to herself the credit and satisfaction of having played most admirably in the game of life, notwithstanding the fact that Nature saw fit to deal her a poor hand.

Quillo.

It takes more than church fairs to make a fair church.

A Nice Calculation.

Two very dear old ladies walked up to the window where tickets were to be sold for two popular concerts. They wanted tickets for both nights, but alas! those for the second evening were all gone. This was the more popular entertainment of the two.

"I'm so sorry, my dear!" pattered one of the old ladies to the other. "We did want to go, didn't we, and we wanted to go both nights."

"You couldn't give us two tickets for each night?" enquired the other of the clerk.

"No, ma'am."

"You haven't two seats anywhere for the second night?"

"No, ma'am. Couldn't give you noseroom."

A great resolution beamed upon her gentle face.

"Then," said she firmly, "give me four tickets for the first night. We will make them do."

"Why, sister," quavered the other, "you going to invite somebody?"

"No," said she, "but if we can't go both nights—" She paused, bewildered, quite out of her calculation. Then a happy thought struck her and she added, "We'll go twice the first night."

Wayside Wisdom.

Women's rights are all that some women have left.

It is sometimes only a step from the ridiculous to the sublime.

Nobody believes the truth until he has found it out for himself.

There is a kind of fellow who would like to be kicked by a millionaire.

Considering how good everybody says he is, this is a dreadfully wicked old world.

You may forget the man who helped you, but you will always remember the one who hindered.

With the average girl father's front porch is merely a short cut to hubby's kitchen.

Many a man has asked a girl to share his lot in the hope that her father would build them a house on it.

If there is anybody who deserves sympathy it is the girl who is trying to decide which she shall marry—a rich sinner or a poor saint.

The average man's wit is always an hour too late.

A Lucky Find.

Mrs. Jones (sternly)—Delia, my husband found a button in the hash yesterday.

The Cook—Faith, I'm mighty glad iv that, ma'am!

Mrs. Jones (angrily)—Glad? And why, pray?

The Cook—It wor off me best shirt-waist an' I know I'd have had a turrible time thryin' to match it.

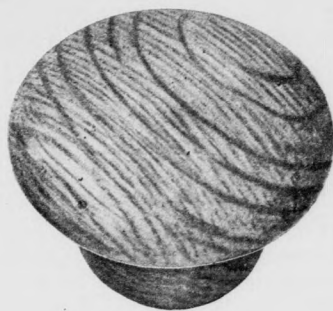
A Stickler For Principle.

Mrs. Sububs (apologetically)—I hope you won't be angry, Delia, but my husband isn't exactly satisfied with the way you cook meats.

New Cook (haughtily)—Thin he has me sympathy, Ma'am; but iv ye imagine for wan moment that I'm goin' to cook down to his taste, thin ye're sadly mistaken in yer cook.



MAPLE



OAK



CIRCASSIAN WALNUT



MAHOGANY

THE ABOVE HALFTONES were made direct from the wood. This gives a crisp, sharp detail that is lost by the indirect method. If you want cuts which will show the goods let us make them by this method, which is peculiar to our shop. ❁ ❁

Halftones Etchings, Wood-cuts Electrotypes



Illustration for all Purposes



Booklets and Catalogues

Tradesman Company, Grand Rapids, Mich.

RUSH SEATING.

Revival of One of the Ancient Dutch Arts.

The rush seat used to be good enough for the kitchen chair, and, if extra well done, for the diningroom. Now the rush seat is regarded as very classy for the parlor, and is seen in the highest priced goods of mahogany and Circassian walnut.

Rush seating is an ancient Dutch art. Centuries ago it was brought to England and from England to this country. It was used in the cheaper chairs in Colonial days and long after. The backwoodsman had his rush seat. The industry was followed at home by the women and children as well as in the factories. About a generation ago for some reason now forgotten the fashions changed. The solid wood seat took the place of the rush, and the rush workers found other employment and gradually forgot their art. Three or four years ago, reproducing old Colonial chairs, the manufacturers of high grade furniture wanted rush seats to make the goods true to type and to the model. They had to search long and far for the men who knew how. Gradually the workers were found and the ancient craft was revived. The rush workers are still scarce—among the scarcest of the factory hands, and they seem to be carefully guarding the secret of their industry. Very few apprentices are being taken in, and skilled workers are increasing in number very slowly, if at all. How long this will continue is a matter of conjecture. Fashion may switch rush seats back into oblivion before the conditions change. The rush seat, however, is good to look at and serviceable. It is deserving of a larger revival and wider application.

The rush for seating is a specie of cattail and the best quality comes from New York State. This may be because in New York they know better how to harvest the crop. Considerable quantities of rush are cut on the marshes around Holland, but the manufacturers agree that this is inferior. An imitation rush is made of paper fibre, but in the chair the imitation and the real are easily distinguished. The real rush has a rough under side, with the ends of the rushes showing, while the imitation is smooth.

Brass and iron beds, once so popular that furniture manufacturers made dressers and other pieces in styles to match up with them, seem to be on the decline in popular favor. Such beds are still in the market and are still sold, but the good old wooden bed has returned to its own. The metal beds are shown in Colonial, Louis XV., Chippendale and various other patterns and are even given enamel finishes in imitation of mahogany, Circassian, walnut and oak, besides different solid colors, but the drift has been away from them. The argument for the metal bed is that it is sanitary, that it can easily be kept clean, but the great American housewife seemingly regards this as not a compliment to her skill, and

perhaps she goes back to the wood just to show the men folks that she does not need the aid of invention to keep clear of vermin. The real reason for the restored popularity of wood is that it shows beauty and grace and character which can not be given to metal, and of which one does not become weary. Another good reason is in the discovery from experience that the sanitary feature is offset by the difficulty in keeping the metal polished, and that too much diligence put into the polish will wear off the lacquer or enamel. Even for hotels the tendency is strong in favor of the wood bed, because of the trouble in keeping the metal beds bright. For hospitals, however, the metal beds are without rival.

Mission or arts and crafts furniture is much in vogue and seems to be gaining ground instead of going backward. There are about twenty lines in this style exhibited here this season. Ten years ago the Mission lines were scarcely known and were regarded as freaks or fads rather than taken seriously. There is a tradition that the old chairs and benches made by the Spanish priests in Southern California, and found in the old missions, served as the inspiration and model for the first Mission furniture. This story is interesting as a tradition, but as a matter of fact the style is old Dutch, antedating the Early English periods and serving as a basis for them. The goods are Dutch in every line, in their depth of seat, width of beam, simplicity, solidity and common sense. David W. Kendall brought out some patterns in this style about twenty years ago. He was in advance of the times. The goods would not take and the attempt to market them was given up. Various manufacturers claim to have been the sarters of the present vogue, but the credit, if so it may be termed, probably belongs to Gustav Stickley, now editor of *The Craftsman* and who himself manufactures the goods at Binghamton. This time conditions were right. People were beginning to build bungalows and dens and to have summer homes, and the mission proved to be just what was wanted. They had also become tired of the highly ornamental in furniture and the severe plainness of the Mission appealed to them. The success of Gustav Stickley's venture led others to take up this line and now there are factories producing Mission furniture in all parts of the country and their number seems to be increasing. As originally offered the Mission furniture was crude stuff in material and workmanship and was fit only for the den or the cabin, and it was cheap. The best Mission furniture, such as is made by Chas. P. Limbert and the Stickley Bros. and the other Stickleys is not cheap. The choicest oak lumber goes into it and the best workmanship, and the designs once crude have been so refined that furniture in this style is now found in every room in the house except the parlor, and the modern home as a rule no longer has a parlor. Nobody can tell how long the popularity of Mission will last, but there seems

no immediate likelihood of its waning.

The reception given by the Sligh Furniture Company to the trade last week in the company's new sales offices and show rooms was so much of a novelty that the oldest furniture man can not recall a precedent. It has always been the custom among the furniture men to guard their show rooms against the intrusion of rival manufacturers. The theory was that if rivals and competitors saw the goods they would immediately steal the designs and the manufacturer would be robbed of the fruits of his originality and industry. There may have been some foundation for this fear in the days when the manufacturers prided themselves on their "originality," when it was their boast that no other factory produced anything like what they made. In this day of period furniture such fears, however, are groundless. If it is known that a manufacturer has a line of Colonial or of Sheraton, or any other period, there isn't a manufacturer in the country but can tell without looking pretty nearly what it is like. The necessity for guarding the show room is therefore to a large degree removed. The Sligh Company, however, is the first to discover this fact, and as a discoverer the company is entitled to credit as well as for its hospitality. The reception was a pleasant incident and was attended

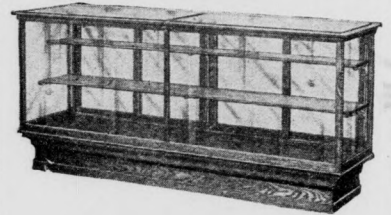
by many of the buyers and by a large number of the local and visiting manufacturers and their salesmen.

The new sales offices of the Sligh Company are the handsomest in the city, and it would not be strange if the rooms were visited by home builders to obtain ideas in finishing halls and dining rooms. First there is a reception hall and opening from this is the room for the salesmen, both with high wainscoting in selected panels of Circassian walnut. Then there is a diningroom, paneled high in rose wood, with a beautiful built-

See That Your Show Cases Bear This Trade Mark

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THE CASE WITH A CONSCIENCE

It is a guarantee of honest workmanship, excellence of design and moderate price.



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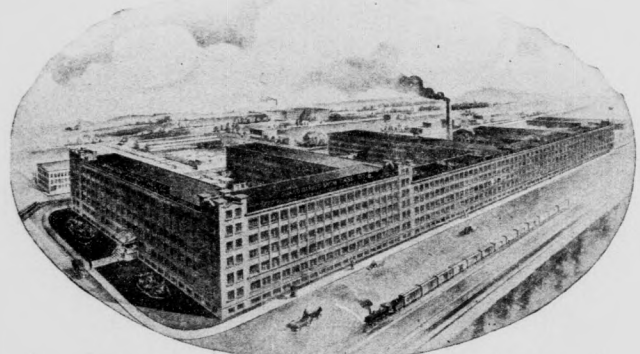
Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

Where quality is first consideration and where you get the best for the price usually charged for the inferiors elsewhere.

Don't hesitate to write us. You will get just as fair treatment as though you were here personally.

Corner Ionia, Fountain and Division Sts.
Opposite Morton House
Grand Rapids, Mich.



Prompt Deliveries on Show Cases

With our new addition we have a capacity of about \$2,000,000 annually. We know we give the best values. Let us figure with you whether you require one case or an outfit or more. Write for catalog T.

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

in rose wood sideboard, and table and chairs in mahogany. Leading from the reception hall is a wide stair to the show room on the second floor. The rooms are exceedingly rich in design and finish and no private house in the city has anything to compare with them.

The manufacturers are giving much more attention to the designing and finishing of their offices than in former years. The time was when almost anything was good enough, but now the theory seems to be that the best is none too good. The Nelson Matter Co. was one of the first to put design and artistic effort into the office department. Berkey & Gay this season have completed their original design for office and salesroom in mahogany which was begun several years ago. The offices of the Century in its new building are very handsome in a Colonial design. The Lindner Interior Finish Company has a handsome office in mahogany. The Michigan Chair Company is just completing a gem of an office in mahogany and plate glass. The Stickley office is in oak and in design and finish harmonizes with its Mission goods. The new offices of the Grand Rapids Show Case Company are in Sheraton with a wealth of marquetry. Other manufacturers as they remodel or build anew are calling on their designers and lifting the limit on expense, and the results are very satisfying.

New Powderless Submarine Rifle.

The readers of Jules Verne's "Twenty Thousand Leagues Under the Sea" no doubt remember the exciting fight between the sharks and the captain and how the latter escaped by shooting them with glass bullets from a hydraulic gun. This fantastic idea was but a prophecy. It has been utilized with practical success in a new weapon which has just been invented by a Capt. Grobl of the German navy and which promises to play an important role in the submarine service.

It is a magazine gun carrying rubber covered cartridges, the propulsion of which are obtained through an air compressed stream of water of tremendous penetrating power. Numerous experiments actually made by divers at the bottom of the Kiel harbor have proved that even a fairly thick armor plate is easily penetrated by the bullets from this curious rifle.

The naval authorities predict great possibilities for the gun as a means of defense against attacks from submarines. The new invention is also of the greatest value to deep sea divers in localities where sharks abound, since it is far more effective than the knife, which now is the only protection against these monsters.

Fred W. Sanberg.

As Good as Dead.

"Yes, sir, the fish was so big it pulled him in the river."

"And he was drowned?"

"No, but he might's well have been, fer he lost his grip on his gallon jug, and it floated downstream, and he lives in a dry country."

Do You Possess a Pet Aversion?

An aversion for doing certain things has been the direct cause of failure to otherwise good business men, and the young man just entering the business world can not expect to reap the maximum amount of success unless he is master of himself. To overcome certain shortcomings often requires hard work, but once overcome, it will strengthen the character and develop initiative and executive ability.

A young man of business ability was recently placed in charge of his father's office, but his pet aversion was that of writing letters, and he would often neglect to answer important business correspondence for a week, consequently entailing a loss of time, money and prestige in business circles. The profitable business that had been built by years of hard work was soon almost destroyed, and the young man was forced to turn the business over to his father again before it was completely ruined.

His father, although old, was an active man and entered into the difficulties of his son with a spirit that can not help but breed success. He himself took the part of the old man in the firm, supervising everything, but he forced his son to do the active work, and always was on hand at the close of business hours to see that every one of his ideas had been carried out. He looked over the carbon copy of every letter written that day, and did not allow his son to neglect the smallest detail in answering correspondence. After a short time the son had acquired the habit of doing business by using the same methods his father had adopted, supplementing the new ideas of the present generation. His father was again allowed to retire from active business, while the son carried the entire responsibility of a successful business establishment.

Another young business man was constantly afraid that at some time he would meet with business reverses and financial losses through poor business management. He asked his friends and business associates for advice on every business transaction that presented itself, and even after getting their advice he would invariably leave some loophole, some way of retreat by which he could escape unpleasant duties or unprofitable business transactions. This weakened his character, lowered his standard as a business man and often placed him in uncomfortable positions, because he had not enough confidence in his ability to solve a small business problem or render a decision on a trivial matter on the spur of the moment.

To overcome this aversion required all his available will power and initiative, but by beginning to do at least one thing every day without serious consideration he was soon enabled to dispose of the small business difficulties as they presented themselves. He gained confidence in his own ability, he began to proclaim himself master over his pet aversion and ultimately ruled with his own mind. The success in overcoming his fears for business transactions spur-

red him on to larger and more difficult undertakings. It qualified him for the position he now holds at the head of a million dollar corporation.
Joseph S. Vogel.

Failure as a Teacher.

Failure is a more effective teacher than success, for it is much harder to learn how not to do a thing than how to do it. Success is credited to many causes, some of them diametrically opposite to others.

All men are not alike. "What is one man's meat is another man's poison." Some smokers smoke because they are hungry, others to get an appetite. One smokes to calm his nerves, the other to stimulate and invigorate himself and so gets up "steam." Some attribute their success to economy of time. By keeping a constant eye on their watches the seconds become pennies, the minutes dimes and the hours dollars. Others claim they succeeded by never letting themselves be hurried.

Some lay success to the fact that they never procrastinate, while others say they won out because they have always acted deliberately. Some say they keep their eyes and ears open for opportunities and thereby reap the reward of vigilance; others, on the contrary, say that because they do not take hold of everything that offers itself they are ready for the really good thing when it does come along.

Now, success is not an infallible teacher; there is no "hard and fast" law for success. You can not always profit by the correct principles or methods that have brought success in some instances; but you will never fail if you take your lesson from the failures experienced by others.

William Borsodi.

A pious fraud is sin's best friend.

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

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.

Your customers 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

MORE THAN 10,460 TELEPHONES

In its Grand Rapids Exchange alone, and about 25,000 telephones in other exchanges in its system. It has already paid

FIFTY QUARTERLY DIVIDENDS
And its stock is a good investment.

INVESTIGATE IT

CRYSTAL DOMINO SUGAR

2 lb AND 5 lb SEALED BOXES!

2 lb BOXES - 60 IN CASE (120 lbs)
5 lb BOXES - 24 IN CASE (120 lbs)

BEST SUGAR FOR TEA AND COFFEE!





Better Shoes and Better Merchandising Methods.

Written for the Tradesman.

Some one has called attention to the difference between a storekeeper and a merchant, observing that the former term applies rather to the methods of selling goods in years gone by, before the science of selling had developed as it has in these days, while the term "merchant" is better suited to designate the alert, resourceful, up-to-date retailer of the new era of merchandising.

The old time shoe merchant of the smaller towns and cities was a hearty, jovial, hail-fellow-well-met; had a way of taking things easy; went on the low gear in the matter of publicity and found time to whittle pine sticks and discuss the weather, politics and local news items with his friends and cronies in the combined stock—and rest-room in the rear of his store. But now the shoe dealer in these smaller towns and municipalities is citified in his methods and entirely too busy to encourage loafing in his place of business.

Consequently he has inaugurated a reform both in the store front and in the combined stock—and rest-room in the rear. He installed a new modern wood or an ornamental iron front, modified his windows to suit the needs of the window trimmer; while the headquarters of the loafers has been modified to suit the exigencies of modern conditions. The old "split-bottom" chairs have disappeared. Gone, too, is the time-honored, tobacco-stained "spit-box" with absorbent, germ-propagating sawdust. The average shoe store of the smaller towns and cities looks like a place of business.

The truth is the shoe merchant in the smaller centers of population has realized that modern conditions demand modern methods. Shoe retailing to-day is not what it used to be twenty or thirty years ago. Old time shoe dealers used to be fairly well satisfied if they could sell their customers about two pairs of shoes per man during the year, one heavy, coarse pair of plow shoes and a pair of fine boots for Sunday wear. The idea of "seasonableness" had not as yet found its application to the shoe retailing industry. Trade waited on recurrent and insistent needs, and nobody ever stopped to consider that continuous business could be created by continued exploitation. As a matter of fact there was practically no exploitation at all. When the old shoes or boots wore out—and they were sometimes a long time in wearing out—one's customer might be ex-

pected in most any Saturday; but not before.

How remote those days seem! In this day of competition, in this age of scientific and persistent exploitation, in this age of "seasonable footwear," wherein our shoe needs have been multiplied many fold; so that instead of buying one or two new pairs of shoes or boots during the year we must buy not less than three new pairs and more likely four or five new pairs! Instead of the fine kip boots which our fathers wore for dress purposes we buy shoes adapted to the particular requirements of the season. And we spend about three dollars on footwear where our fathers spent one. But we get the difference in the way of increased comfort and style. I wonder how a young man of to-day would take it if he had to don a pair of fine custom made kip boots one of these sizzling, sweltering summer nights and call on his lady love or appear at some social function! Yet it hasn't been so many years when that was the thing to do.

Country Trade Demands Better Shoes.

After the passing of custom made, hand sewed boots, such as our fathers and grandfathers wore for dress purposes, we had an interim of cheap machine made shoes. The regimen of cheaper shoes is gradually yielding to the better shoe values and the higher prices. There is, to be sure, a counter-current in this movement towards the better grades and the higher prices in the fake "sample" shoe stores of the larger towns and cities; but this temporary trade menace has not as yet invaded the smaller communities.

People both in these smaller communities and in the country are now wearing better shoes than they were a few years back. They are paying more money for their footwear. And they are buying shoes with more style and "class" to them. Traveling salesmen who make the smaller communities wherein shoe dealers cater largely to country trade realize this and they carry thither their very best sellers. "Show me your new ones," says the shoe dealer of the lesser towns; and the manner of his saying indicates that he already knows about how the new ones ought to look. He has been reading about them in his trade papers. He has perhaps seen halftones of them. If the foreparts are to be shortened and the heels built a trifle higher he is aware of the current trend in that capricious somewhat which we call style. And he is not slow to tell the salesman that his trade must

have the new ones. "None of your stock accumulations of slow movers for me," he says, "I want the very niftiest creations you have hidden away in that sample case."

I know of certain sections of the country—farming sections, I mean—where the dressy young men pay \$5, \$6 and \$7 a pair for their shoes. They are prosperous, thrifty young farmers and sons of farmers, and they have the money—lots more of it, as a matter of fact, than your city young men. The sober truth is that prosperity resides in the country just at present. Young people of the country have more ready cash any day in the week than your young people of the city. Fruit, produce, farm products and everything produced by the soil commands prices

which seem slightly more than fanciful. When one steps in a delicatessen shop and pays for a couple of "springers" to take home to one's wife, it gives him an increased regard for the farmer. The allegedly funny man who caricatures the "hayseed" for the comic papers will have to hunt another subject. When farmers throughout the country are buying automobiles, mechanical players and genuine imported Circassian walnut chamber suites; installing heat-

It Pays to Handle
MAYER SHOES

MICHIGAN SHOE COMPANY

Wholesale

SHOES

AND RUBBERS

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

It Is Just As Necessary

That you carry the right kind of vacation shoes as any other line if you want the family's trade at all stages.



Our Elkskin Line For Men Boys and Youths

Wears the longest and feels the most comfortable to the foot. You can't get anything to take their place in the boys' estimation. You needn't wait for sizes to be made up if you send us your order. Let us have it today.

HEROLD-BERTSCH SHOE CO.

Makers of the Famous
H B Hard Pan and

The Bertsch Shoe Lines

Grand Rapids, Michigan



ing plants, gasoline power plants and sundry other expensive time-and-labor-saving machines — and paying spot cash for them—it is evident the farmer is not suffering by this frenzied high price era.

Consequently the shoe merchant who is catering to country trade had better put in a stock of live ones. Let them be well made, stylish and right up to the latest dictate of fashion; and he needn't worry about the price. He can ask \$5 and \$6 for them—and get every cent he asks. But let him be very sure he has the goods that are worth the money; for your country trade nowadays is an intelligent constituency.

Improved Facilities.

Consider the improved facilities of any of our representative sections of this prosperous Middle West: railroads, interurban traction lines, rural free delivery, telephone service and what not! Day by day city newspapers are distributed throughout the country, so that the intelligent, progressive farmer may read each afternoon the budget of the world's news. His wife and daughters talk over the phone to the daughters and wives of other farmers. They discuss styles, forthcoming lectures or social events in the nearby town (of which they are practically suburbanites); and they keep themselves informed upon all those things which are dear forevermore to the eternally feminine mind. Towards the end of the week the farmer gets his technical journals, his weekly magazines and his religious periodicals. Everything of real significance in the world's progress reaches him just as soon as it does the city dweller.

Inevitably, therefore, the farmer is becoming just as well informed as people who are supposed to have the superior advantages of the city. For this reason he is a more intelligent buyer of shoes, as of all other commodities which he requires from time to time. He knows what the accredited thing is and approximately what it ought to cost. He is no longer the "easy-mark" that he used to be, and if you aspire to sell him a gold brick you have to be a smooth citizen.

Just for the reason that the people who live in the country are both intelligent judges of good merchandise and because they have the money to give in exchange for the goods they want, it behoves the shoe dealer of the smaller towns and cities to go after this class of trade in a modern way. These people read advertisements in the high grade journals. And you know the sort of advertising literature they find therein. It is scientific in its approach, almost classic in its wording and often truly artistic in its illustrative features. What chance does a dull, prosaic, obvious shoe store announcement in the county newspapers have when the people you hope to reach have been reading and studying real trade-pullers in the better grade magazines? Do you wonder that your newspaper advertising so often fails to bring in visible returns? I do not. The thing that I marvel at is that more of your shoe retailers in

the smaller communities do not perk up and go after this country shoe trade in real earnest. As I read some of the shoe advertisements published in county newspapers I am astonished that so many shoe merchants throughout the country do not as yet seem to be able to read the signs of the times.

No wonder the catalogue people go after the country trade. Why shouldn't they? Too often it is the sober truth that nobody else seems to be after it in an aggressive and businesslike way. The mail order people think highly of the country trade. The bulk of their business is done with this class of trade. And those of us who know the methods of the catalogue people know that they go after trade with the most approved facilities and methods of selling. They exploit a given field with remorseless thoroughness; and if there are any unattached shoe customers in that territory they will ring them in. To the aggrieved shoe merchant of the nearby town it may look like an unjust proposition. To the disinterested party who knows both the shoes and the price the country buyer paid for them it may look like a one-sided proposition. But the fact is somebody — not the catalogue house—failed to go after that business properly. The shoe dealer of the nearby town has nobody but himself to blame.

Merchandising of Shoes a Live Proposition.

As a matter of fact there is no royal road to wealth anywhere in this whole realm of shoe retailing.


The man who succeeds as a shoe dealer in this time of multiplied leathers and lasts, in this age of fierce competition, and in this period of intelligent and judicious consumers, has got to be a live wire.

On the one hand there are the cut-rate shoe dealers of the larger cities; on the other hand there are the big mail order houses persistently following up every far-off, faintest clue to new business in the rural sections. Eternal vigilance both in the metropolitan centers and in the smaller communities is the price of life. If a man has any doubts of himself he had better stay out of the retailing field, for a time at least, until the atmosphere is somewhat clarified.

Now I believe there are a great many shoe dealers of our smaller towns and cities who need to put a little ginger in their methods of going after the country trade. I believe many of them do not adequately realize their opportunities. Surrounding each of these lesser communities there is a large territory wherein prosperous people dwell. They know good shoe values because they are intelligent and up-to-date. They can be pleased with the better class of footwear. And best of all they have the wherewithal to pay cash. Their trade is highly desirable. In a subsequent paper I am going to outline some approved methods of going after this trade.


Cid McKay.

Love of God is wrong unless it makes one more lovely to others.



R.K.L. & Co.
GRAND RAPIDS SHOE

Our Olympic Elk



For men and boys are so strongly made from the best grade of this popular light leather that they are the most seasonable shoes for hot weather comfort and hard wear you can offer your best customers. Made in three colors, olive, tan and black.

Rindge, Kalmbach, Logie & Co., Ltd.
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**



THE DEPARTMENT STORE.

Now It Broadens and Develops Retail Merchandising.

The modern department store is not a new idea, but merely an evolution of the old American crossroads country store.

The first really great department store was that of A. T. Stewart, New York City. He applied modern methods and an appreciative public responded liberally. From time to time he added new departures and departments, the final outcome being the big Stewart building, which still stands at Broadway and Tenth street, New York, and is now occupied by John Wanamaker.

From that day to this there has been no change in the accepted principle of conducting the department store. Some of the newer stores have developed the Stewart idea still further by adding such novel features as pure food markets, or mammoth restaurants, where thousands of people are fed daily, but the underlying principles still remain the same, and one of the first of these is that the modern department store owner must keep everlastingly at it. To stand still is to go back. Just as "Eternal vigilance is the price of liberty," so unceasing effort is the price of trade. Success comes not as a matter of luck, but work. No department store ever was or can be as well established as to be safe against an ever-increasing competition or secure against an ever-increasing competition or secure against that decay from within which always follows any lengthy period of stagnation. There is no resting on laurels won through past achievements. The goal of yesterday must ever be the starting point of to-day. The law of the survival of the fittest is ever in force, and that store that serves the public best is in turn served best by it.

This keen competition and rivalry have led to the introduction of nearly everything that is best in the modern department store. Among the most notable features are:

First. The one-price system.

Second. The recognition of the principle that "the nimble six-pence is better than the slow shilling," that it is the many customers that cheapen the goods for each other and make it possible for the department store owner to buy in large quantities and thus obtain concessions from the manufacturer which are not accorded to the small dealer.

Third. Good store service, and due regard for the comfort and convenience, health and safety of the public, and

Fourth. The development among employees of a spirit of co-operation that insures industry, integrity, truthfulness, sobriety, cleanliness and politeness.

All of these four requirements are so important that to omit one would be as sure of inviting disaster as the loss of one of the four wheels of a wagon, and I will now take them up in rotation.

If the modern department store

had never done anything else outside of introducing and educating the public up to the one-price system, it should be entitled, for this reason alone, to be considered one of the great moral influences in the world's commerce.

The One-Price Method.

And I use the word "world" advisedly, because not only has the one-price system so deeply penetrated the moral consciousness of both dealer and consumer in this country that the store nowadays fails to name only one price for all customers and mark that price in plain figures on each article of merchandise, is regarded with suspicion by the public, but the leading houses of the principal European cities have lately found it wise to adopt this American idea. The average European store, however, and, it is sad to relate, many of the smaller stores in this country, still stick to the old custom of marking their goods in secret price marks—a "custom more honored in the breach than its observance." As a natural result, there is a total absence of mutual confidence. The merchant, knowing that the customer will not pay the price that is asked, demands more, often much more, than the value of the article. The customer, on the other hand, fearing to be cheated by the merchant, declines to pay the price asked, but makes an offer. Thus no purchase is ever made without bargaining and haggling.

All this consumes much time, and, at least, so far as the customer is concerned invariably leaves what I might call a brown taste in the mouth, because he can never be sure that he has not been taken advantage of, after all, no matter for how much less he succeeded in purchasing the article than the price demanded for it by the merchant.

The second fundamental principle that has added so largely to the success of the modern department store is its maxim—"Big sales at a small profit rather than small sales at a big profit." In this policy it takes a position diametrically opposed to that of the small dealer, who is quite content with doing a limited business at liberal profits. Also the small dealer injects the personal element into his business. He is, as a rule, to be found at the entrance to his establishment giving the glad hand to those who enter and trusting to his personality to effect sales. The reverse is true as to the department store. Here business is conducted on a purely impersonal basis—old and young, rich and poor, high and low, are treated alike. There is neither favoritism nor discrimination.

Good Service Vital.

All pay the same prices, and the only influence used for making sales is that of service and savings. Again, the small dealer is generally satisfied to sit down and wait for customers to turn up, while the spirit of the new store is to "get up and push"—to go after trade by making known to the buying public such advantages as it may have to offer. And this brings me to the subject of advertising.

The development of advertising is nothing short of marvelous. Employed at first in a haphazard, helter-skelter way, advertising is regarded as a science. Where formerly advertising consisted of occasional and ostentatious splurges, it is now conducted systematically and seriously, and with care and dignity. The adsmith of former days hammered away merely to produce sparks—but these, like all pyrotechnics, resulted in only momentary sensations and not in any lasting good. Nowadays and wide-awake advertiser recognizes the cumulative value of publicity and shapes and models his public announcements accordingly. Verbosity and exaggerations and generalities have given way to sound, serious, and logical arguments, and clear and concise statements, calculated not merely to attract attention, or, perhaps, the custom of the unwary, but to disseminate useful information about merchandise and fashions and prices, and to win permanent customers and friends.

This enlists not only interest but begets confidence, and confidence, more than all else, begets business—safe, steady and sure. As a matter of fact, public confidence is the greatest of a store's assets, the lack or loss of it is a commercial calamity that must end in disaster sooner or later.

The advertisement writer, therefore, more than any other man, is the keeper of this priceless gem called confidence. If he realizes his trust and responsibility he will prepare his

advertisements with scrupulous care. He will publish neither misstatements nor ambiguity, but tell the truth and tell it plainly. If in doubt, he will understate, never overstate. If the goods are manufacturers' seconds, if they have imperfections or flaws, be they ever so slight, or if they are not up to date in fashion, he will say so unhesitatingly. The good advertiser is always a good judge of human nature. He will word his advertisements forcibly, but not urgently, because he realizes that the average reader resents being told what to do—that men and women merely want information and rely on their own judgment.

After an experience of nearly thirty years, if I were asked by a young man who is about to choose the advertising field as his profession to point out the surest road to success, I would answer—"Write truthfully, write naturally, write to the point in well-rounded, terse, clear, concise sentences, easily understood by the simplest mind."

Aside from the fact that there is a decided convenience and time-saving to a customer supplying under one roof from one firm the miscellaneous needs for the individual members of the family, the house and the kitchen, there is no doubt that the real force that impels people toward the department store is to be found in the broad-gauge methods that are part of the life and system of the new store. They are a powerful magnet attracting multitudes. The very atmosphere of the store must be such



HIGH GRADE SHOES

coupled with fair, honest treatment, makes satisfied customers. We have the lasting good-will of our trade, as is expressed in the following letter just received, which marks the close of long business relations between this customer and ourselves:

July 5, 1910.

Gentlemen:—I send you enclosed a remittance of \$59.40 to balance our account to date. This is our final settlement, which I hope is satisfactory to you, for it certainly is to me.

I thank you for the many acts of kindness, and hope you will have a good business with my successor, as I did all I could to help you to get him.

I will close this last letter with a Good Bye.

Yours truly,

J. Q. PALMER.

Send us your orders. We can serve you as well.

Hirth-Krause Company

Shoe Manufacturers

Grand Rapids, Mich.

as will produce a feeling of security and a sense of "freedom of the store"—of come and go as you like, without question. Everybody must be welcome to look as much and as long as he pleases without the slightest obligation. Importunity to buy must never be allowed.

Must Satisfy Customer.

The aim must be not only to make the sale, but to satisfy the customer and hold him. For instance, the store that in these days of liberal merchandising refuses to exchange goods or refund the money if goods are returned in good condition and within a reasonable time is woefully behind the times. The most liberal policy should be pursued in this respect. The customer, being aware that if for any reason his selection does not please after delivery at his home that it may be returned and that the money will be cheerfully refunded, buys freely and without thought of fear.

Sales people should present a neat appearance, be well posted about their departments and merchandise, and be at all times accommodating and polite. A customer well treated by the man or woman behind the counter will come back to see him or her again, and thus often springs up a spirit of mutual goodwill that is a sure and swift cause for advancement and promotion.

Nothing so quickly tends to make a store unpopular, even though it be well managed in other respects, as a narrow, niggardly policy. Dollars expended for public comforts are an investment paying golden dividends. Waiting and writing rooms, information bureaus, complaint officers, drinking fountains, restaurants, ventilating machinery to provide a comfortable temperature in hot and cold weather, safe and smooth running elevators and plenty of them—all

these are necessary adjuncts of the modern store.

Confidence Greatest Asset.

Confidence is the greatest of a store's assets.

It is an asset so important that just as a matter of policy—laying aside the moral question involved—no store of any standing would think of imposing on a customer. As a matter of fact, it can easily enough afford to be occasionally imposed upon by others. It can never afford to impose on others. Indeed, as the evolution of the department store has been going on, as we have already seen, there has likewise taken place contemporaneously a business evolution in the moral sense.

The old tricks and objectionable mannerisms of the trade are vanishing fast. The petty tradesman of bygone days, obsequious and fawning upon and flattering his customer in order to effect a sale, could not complain if he found himself by his own contemptuous actions classed rather low in the social strata. He is, in fact, still so regarded in the Orient and in the Southern countries of Europe, notably Italy, because there deception and trickery are still flourishing and the customer is still considered prey—to be "held up" and robbed as a highwayman would his victim. Tactics such as these naturally narrowed the growth of the store to the extremely small limits of the merchant's mental and moral horizon—a mere little shop, often poorly lighted and ventilated—just a hole in the wall.

The very nature of the department store is opposed to the spirit of monopoly. True, we hear now and then the small tradesman crying out against his big neighbor, likening him to the big fish eating up all the little ones. Such claims, however,

are not well founded. Indeed, the contrary is the case.

Liberal Methods Pay.

Upon investigation it will be found that it is only the old moss-back who grumbles, while his more progressive brother, following the liberal methods introduced by the department store, prospers and flourishes right under the very noses of the big fellows.

Patent rights and a protective tariff may enable a manufacturer to dictate to the consumer; a railroad running through a certain territory may compel a shipper to pay exorbitant rates; a public utilities corporation, enjoying exclusive franchises, may even defy public sentiment with impunity, but not so the store. Its success depends at all times on the goodwill of the public, and woe to the merchant who pins his faith to such false gods as "the magic of a name," or the vanity of ancestry. Whenever you see the words "Established Anno 1800," for instance, or the stereotyped phrase "The oldest house in town" over the door, then you may look for grass in front of it. Was ever a retail house more firmly established than that of A. T. Stewart? The pride of the metropolis, the paragon of the age. But wait. At the very zenith of his glory A. T. Stewart died, and before many years that seeming commercial Gibraltar established by him—trade ruined, prestige gone—struck colors and disappeared from the commercial world. To-day the flag of Wanamaker floats over that identical store and his characteristic excellent management has again won back the old business frittered away by an incorrect understanding of the commercial spirit, and once more that beautiful building throbs with the hum and life of trade.

But, paradoxical as it may seem, in

this very weakness—this dependence of the tenure of a retail store's life on the good-will and co-operation of the public—lies its greatest strength. It is the realization of this fact that brings out the best there is in man. It accounts, not only for the keen rivalry between competing stores, but within the walls of each particular store itself. In this respect the modern department store stands unique. Its very organization is born of this spirit. Each department is headed by a manager, who, while given full and free sway, is nevertheless held in strict account by the firm.

To me the look ahead is of far greater interest and inspiration than any retrospective view. As I dream of the future—of the time when those who have made or are now making commercial history shall have passed away—I see rising before me visions of the store that is to come. The future department store may or may not be conducted in larger and taller buildings than in our day, but, methinks, its worth and value will not be measured by floors and area and acres. The growth of the moral idea must go on. The present store, better than the one that preceded it, will in turn be supplanted by another better still.

The greatest future department store will surely be the one that aims at the highest standards—that out-classes all competition in character rather than in cut prices—that conquers all rivals in the open arena of merit and not by stolen marches or underhand methods. Its every act must be above suspicion. Its relations with the public must be in the broadest spirit of co-operation.—
Morris Baer in Printer's Ink.

They who wait on God are never found sitting idle.

17 YEARS

Manufacturing Baking Powder has given us a big lead, so that we are now the largest manufacturers in the world of Private Brand Baking Powder.

We are not decrying other powders—there are some good ones on the market—but we are saying that ours is

As Good as Can Be Made

and you will find none other equal in quality at our price.

We'll print your name on the label so that your customers will buy the first can. The quality of the baking powder will hold the trade thereafter. You can thus give your customers the benefit of the pin money and you can realize

A Larger Profit

Refer to Special Price Current on page 46 of this number.

Wabash Baking Powder Co. Wabash, Ind.



WABASH BAKING POWDER CO.,
Wabash, Ind.

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

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

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

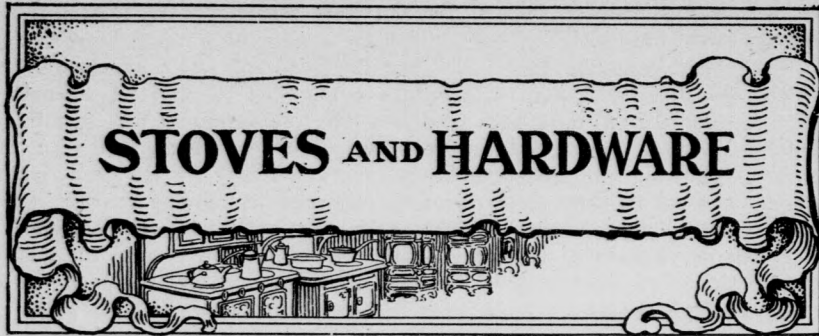
Yours truly,

Name _____

Town _____

State _____

NOTICE—Our goods are registered at Washington, D. C., under Serial Number 5444 and meet all the requirements of National and State Pure Food Laws.



AN ANCIENT ORDER.

It Finds a Counterpart in Modern Merchandising.

Older than Freemasonry or any other fraternal organization. Its history traceable back to Abraham, the Father of the Faithful. An order that has grown in numbers with the increase of population.

When the question arises, "Who is to blame?" we are prone to glance in the direction of the other fellow.

We have so accustomed ourselves to be belief that our troubles come from sources beyond our control that we seldom look within.

We blame circumstance, fate, luck or some such elusive thing and content ourselves therewith.

We are not often honest enough, nor have many of us sufficient moral courage, to face our problems fairly and squarely with a determination to find the real truth.

We are quite content to put it on the other fellow.

Nor is it strange that this should be so, for from the beginning of time men have sought to belittle their own transgressions by pointing to the faults of others.

We have been taught that we could escape the consequences of our own misdeeds if we could find a substitute to carry them.

Through experience we have learned that if we can turn attention to side issues we may frequently be-fog the main issue.

It is the old habit of putting it upon the "goat."

Abraham, the Father of the Faithful, was the first Grand Master of the Order of Goats.

He knew that he had transgressed and he looked for a means of covering his error. He started to pass it up to Isaac, but found a goat, "caught by the horns in the bushes," and proceeded to transfer the responsibility to his "Bucklets."

The idea was a good one and like most good things, it was passed along to posterity.

When Moses and Aaron sought to lead the children of Israel out of their bondage in Egypt they found difficulty in controlling them.

They bethought them of the plan which had been pursued so successfully by Abraham and made a rule that any man who had troubles he wanted to get rid of might go to the tabernacle, place his hands on the back of a goat, transfer his sins to the victim and thus escape paying the penalty.

Anything that will enable one to transfer responsibility for wrong action is always looked upon with favor.

When the priests and leaders of the Jewish church had become so corrupt that rebellion was rife, they looked for a means of befogging the issue.

Just about this time a new teacher of ethics appeared.

He began to teach that the spirit of the law was of greater consequence than the technical observance of its letter.

He taught that all men were brothers; that our neighbors were those who needed our help; that if any improvement in condition was to come it must come through a change of viewpoint.

He preached the worth of clean hands, pure hearts and right thoughts.

But when the priests and leaders learned of these things they recognized in him a proper candidate for the Ancient Order of Goats.

The Grand Master of the lodge in Palestine at that time was one Pilate, and he didn't like his job. But he officiated at the ceremony nevertheless, and put this new teacher through all three degrees in one sitting.

And so it has always been. Let one try to show others a better way of doing things, let him endeavor to correct abuses, let him try to tear a few bricks out of the wall of prejudice and he is sure of election to the Order of Goats.

The history of Rome is filled with the names of illustrious candidates who were initiated into this order in one form or another.

Our own Washington barely escaped initiation during that bitter winter at Valley Forge.

Abraham Lincoln was chosen as the "goat" to bear the burden of the sins of centuries.

Theodore Roosevelt was selected by the parasites of Wall street to bear the responsibility for their misdeeds.

Every effort was made to befog the real issue resulting from extravagant speculation, and every attempt was made to put upon him the responsibility for a panic which was engendered by the money ring in the East.

Men have always sought to escape the consequences of their own misdeeds.

They have foolishly tried to circumvent the absolute law of compensation.

They have been content to fool

themselves into the belief that they were deceiving others.

But the attempt is a vain one.

A generation ago we began to face a new condition in merchandising. The method of distribution through the jobber to retailer and thence to the customer had proved to be cumbersome and extravagant.

In the large cities the department stores began to deal in a great variety of merchandise and buy direct from the manufacturer. This was a step in the right direction as it meant economy in distribution and lower prices to the consumer.

In the country district the mail order catalogue houses attempted to do for the farmer what the department stores were doing for the urbanite. But they began with cheap and inferior lines to cut prices. This basis of comparison was unfair. The consumer did not take into account quality and the cost of delivery.

Now please note that this was the jobber's problem.

He should have met it fairly and squarely by supplying to his customers the quality of goods they were obliged to compete with at prices low enough to insure a profit.

He should have furnished the dealer the ammunition to fight this invader of his territory. He should have begun a campaign of education to show the public the unfair basis of the comparison of values. He should have arranged to meet the competition that his own extravagant methods of distribution had made.

Did he face the music? Verily, he did not.

Instead of meeting the situation fairly and squarely—

Instead of admitting his errors and

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



A Good Investment

**PEANUT ROASTERS
and CORN POPPERS.**

Great Variety, \$8.50 to \$350.00

EASY TERMS.

Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

**Columbia Batteries, Spark Plugs
Gas Engine Accessories and
Electrical Toys**

C. J. LITSCHER ELECTRIC CO.
Grand Rapids, Mich.

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.

giving notice of his desire to reform his methods—

Instead of teaching the need of advertising to the retail dealer—

He looked around to find a "goat." The nearest thing in sight were the catalogue houses, and straightway the jobber proceeded to put the burden upon them.

Now abuse and villification may sometimes win in a skirmish, but they have never won a war.

An answer that dodges the issue is no answer at all. And any remedy short of meeting the needs of the retail dealer is only an irritant and has no curative value.

What the dealer needs and has needed from the beginning of catalogue house competition is a means of meeting this competition on equal terms.

What the jobber has given him is a lot of blue-sky talk about the quality of the catalogue house goods and a lot of cheap advice as to means of putting the catalogue houses out of business.

Their advice has been as effective as the work of the Italian coast guard, reported by Prof. Drummond: "We turned our glasses upon the wrecked vessel and shouted through our megaphones for over two hours. In spite of all our efforts the ship went to pieces and over thirty bodies were washed ashore."

It may just as well be stated truthfully and fearlessly that the catalogue houses have come to stay. Their method is one economical means of meeting the modern demand for a large variety of goods from a single source. They may have made mistakes in the quality of merchandise offered in the past, but they have learned by experience and are now furnishing what the people want.

If the jobber finds a few thousand consumers who say that the catalogue house goods are worthless, they can retaliate by furnishing hundreds of thousands who will testify to the contrary.

And the dealer will do well to acknowledge the truth.

Until he does so he will not take any steps to change his condition. He will continue to go down hill with increasing speed until he makes a grand smash at the bottom.

What the dealer needs is an intelligent merchandising sense which will teach him to buy the goods the public wants.

He must then learn the necessity of telling consumers what he has and thus induce them to do business with him. He must "meet the devil with fire" and issue catalogues of his merchandise comparable in price and quality with the same things offered by the catalogue house. He must offer competition goods f. o. b. factory and take cash with the order, thus competing on equal terms.

He must learn to use printed circulars, personal and form letters and other direct mailing material to keep in touch with his customers.

When he has been educated to go after business with the intelligence,

force and enthusiasm of the catalogue houses, he will begin to recover some of the ground he has lost.

The jobber has contented himself with printing the slogan, "We do not sell to catalogue houses."

But it would be of greater worth to the dealer if the jobber would say, **We sell the dealer on the same basis as catalogue houses and help him to meet competition.**

There has been too much sentiment on the part of the dealer in his relations with the jobber. He has allowed hysteria to take the place of business judgment. He has tried to conduct his business on the basis of friendship instead of trying to get his friendships on a business basis.

The dealer should learn that he must buy his goods of anyone who will give him good values and not refuse to give business to another because some self-seeking jobber has condemned that other in the dealer's eyes.

When the dealer learns to get his ammunition to meet competition wherever he can buy it lowest, when he learns that the consumer has his own ideas of value, and when he begins to go to that consumer with printer's ink and convince him of his ability to meet competition, then he may hope for relief from his present predicament.

The dealer does not recognize the fact that he is now the "goat."

The jobber has learned, by experience, that he can not put it on the catalogue houses any longer. That "goat" has grown from the "Billy" stage into a mammoth animal whose back is too high for the jobber's hands to reach. The jobber's only recourse now is to put it on the local dealer. He is constantly trying to show the local dealer what a fine thing it is to carry a load on his back, as it prevents him from rearing upon his hind legs and hurting his horns on the drop.

And strange to say, many dealers are quite content to carry the handicap. They are willing to make ineffective their only means of offense and defense. They are carrying the load until it becomes too heavy and then, like their prototype, they stagger off into the wilderness to die.

There is a better way, brethren. Your sacrifice is needless.

You have hitherto had no alternative but modern methods of distribution are going to help you.

There are various plans now available for your use that will enable you to meet any competition that presents itself. New methods of co-operative buying and economical means of syndicate advertising are providing the way.

Buy where you can buy cheapest and then tell the people what you have and your problem will be solved.

Trade goes where it is invited and stays when it gets good service, sound value and courteous treatment.—Edgar A. Russell in Stoves and Hardware Reporter.

Let the other fellow begin the price-cutting crusade.

Curiosities of Cutlery.

Considerable improvement has been made in the manufacture of knives since the days when it was the ambition of every American boy to possess a "two-bladed knife." Nowadays the humblest small boy's jack-knife has at least two blades and many boys have knives with three—a big blade at one end with a small one for fine whittling beside it and a nail blade at the other end.

Now and then one sees some curious objects of manufacture—knives with a great number of blades, files, corkscrews, scissors, forks, pincers, and so on. Sheffield, England, is the great source of these curiosities in cutlery. A knife known as the "Norfolk knife," made at Sheffield and containing ninety-five blades and instruments, no two alike, has long been shown at various expositions. This knife cost nine hundred pounds sterling. On its large mother-of-pearl handles are carved representations of a bear hunt and a stag hunt. The blades are all etched with pictures.

This was long known as the greatest wonder of its kind, but it has now been altogether surpassed. A giant knife, made by the greatest of Sheffield firms, contains as many blades as there are years in the Christian era and no two blades are alike.

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.

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.



The Mark of Quality on Harness and Collars

¶ Just so sure as a man is judged by the company he keeps, so you will be judged by the goods you hand to your customers.

¶ You can't get away from the truth—the man who furnishes quality gets more for his goods—they go to more desirable trade—give lasting satisfaction, create confidence and friendship, and result in largely increased repeat orders.

¶ It's simply logic, that's all.

¶ "SUNBEAM" Harness and Collars preach their own lesson in the way of comfort to your horse—longer and better service—and avoidance of repairs.

¶ They give your store an individuality no other goods of the same kind could give, and the trade received in consequence is of a steady, improving kind. Your profits will be larger every day.

¶ Why not learn more about "SUNBEAM" goods RIGHT NOW? Our catalog No. 7 will tell you—drop us a postal for it TODAY.

BROWN & SEHLER CO.
GRAND RAPIDS, MICH.

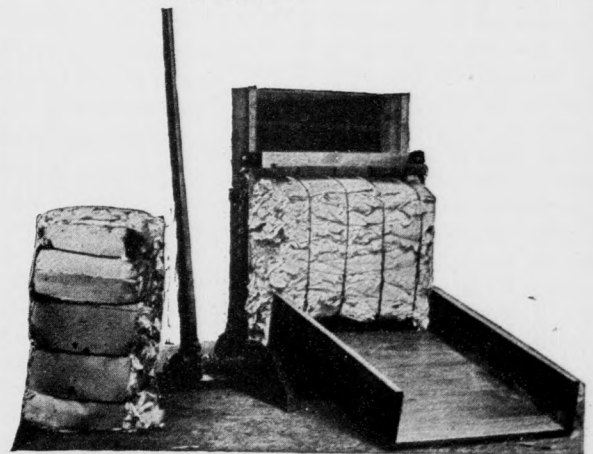
New Invention Just Out

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.

SUCCESSFUL SALESMAN.

Charles H. Alexander, Manager Rapid Heater Co.

The most careful research into the causes which lie back of the average man's choice of a career fails to reveal anything from which conclusions might be drawn or statistics based showing just what relation exists between such choice and the resulting success or failure. But a few years ago technical education was considered important only to the man who had picked out a particular field for which he might wish to fit himself. To-day the reverse seems to be the case and it is more than ever conceded to be axiomatic that dissatisfaction with one's present state or standing in the community is the primary factor in self promotion. In most instances, we are now prone to believe the man who is satisfied with himself and his station in life is deserving of sympathy, and in such cases, unless something happens to awaken the victim of self satisfaction from his lethargy, he is apt to finish his course where he began. Whether or not the power of mentality over material things be conceded, the determination to improve one's condition, coupled with a very lively dissatisfaction regarding one's present status, will, in nine cases in ten, assure definite and desirable results, even though these things be not coupled with aspirations toward attainment of any particular line of endeavor.

Into just what field a man should go is a perplexing question which may frequently be left to chance with fortunate results, although this depends in some measure upon his adaptability to the conditions in which he eventually finds himself. This latter characteristic is valued more highly of late years because in the complexity of modern commercial life it frequently becomes incumbent upon the individual to fit into the place made for him rather than to follow his inclinations and choose for himself.

Chas. H. Alexander was born at Okemos, December 12, 1871. His father was of Scotch descent. His mother was a Virginian. When he was six months old, the family removed to Lansing, where Mr. Alexander received his education. He attended the public schools, including three years in the high school, when he took a special three year course in the M. A. C., graduating therefrom with the class of 1893. On the completion of his education he entered the employ of the Alexander Furnace Co., which had been previously established by his father, taking the positions of Secretary and Treasurer. The company manufactured hot air and combination furnaces and Mr. Alexander had full charge of the office and the selling of the output. He remained in this position eleven years, when he retired to go on the road in this State for S. P. Conkling & Co., of Detroit, Michigan representatives for Keasbey & Mattison Co., asbestos manufacturers at Ambler, Pa. After putting in five years with

this house he resigned to take the management of the Rapid Heater Co., of this city, in which capacity he is making a most enviable record as a progressive and successful business man.

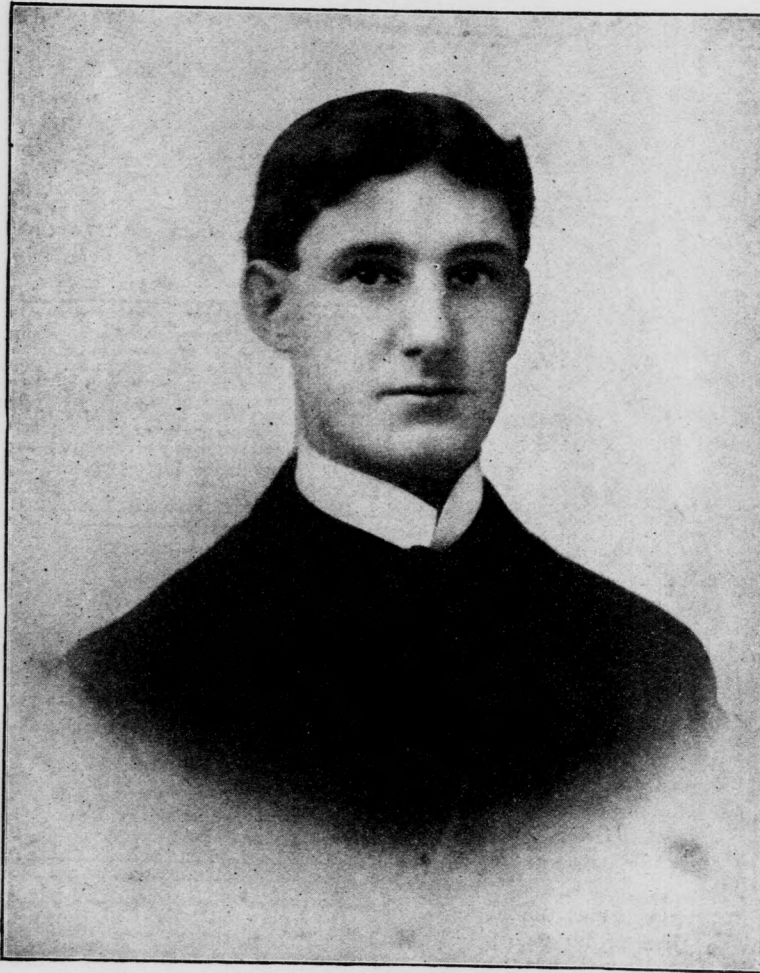
Mr. Alexander was married December 9, 1907, to Miss Marion L. Lown, of Penn Yan, New York. They have one child, a boy three months old. The family is still living in Lansing, but will remove to this city in the fall.

Mr. Alexander has been a member of the Plymouth Congregational church of Lansing since he was 12 years old and was Secretary of the Sunday school for six years. He is a member of Lansing Lodge, No. 33, F. & A. M., and also one of the cal-

ter. His ways are his own. His methods of work and thought, his utterances and his personal carriage are not copied, but the outgrowth of the distinctive nature of the man. He is positive and full of force. Whatever he touches moves. His intuitions are so rapid and his nature so practical that he seems impatient to those whose difficulties are mainly theoretical. He is brave and manly, but he has a heart as tender as a woman's. His very positiveness locates him and makes him a tower of strength in times of stress or uncertainty.

Qualities That Make for Success.

There are five qualities, the possession of which augur well for a man's progress—self-reliance, judg-



Charles H. Alexander

lege fraternities. His hobby is fishing and other outdoor sports, but he has led such a busy life of late that he has had very little time to devote to the athletic side of life. He is most decidedly a home man in all that the term implies and points with some satisfaction to the fact that for five years he worked steadily without a vacation.

Mr. Alexander attributes his success to hard work, but those who know him well believe that the splendid personality of the man, coupled with his rugged honesty, has much to do with his success. He is one of the men who make friends rapidly and hold them firmly to him as long as life lasts. He succeeds chiefly by the strength and sincerity of his charac-

ter, courage, prudence and pliability. It is better to make a mistake and learn why it is made than to be right on another man's judgment, i. e., it is better to be self-reliant. Judgment is the nice adjustment of the faculties, one to the other. Courage is confidence to act on the decision of mind. Prudence is the power to measure danger and should delicately balance courage—prudence in contemplation, courage in execution. Pliability is the ability to change an opinion, the power of revision. Possess these attributes and success will be yours.—Apparel Retailer.

This world would be a good deal more healthy if we might quarantine the grumblers.

Why the Salesman Must Increase His Sales.

In building a good house they usually start with a good strong, substantial foundation. The top is reached last. From the cellar up the building goes on, one brick and stone at a time carefully laid and securely fastened to stay.

So with your success in selling, look your foundation over. Your health, appearance, character of self and firm. Your selling talk, credits, delivery, etc. Your foundation O. K., look around for material to build with.

Customers that stick to you.

New customers, new accounts.

So many salesmen travel in a rut. They never go out among prospects. They pass them by. They plod among the old accounts. The old accounts are valuable, of course, but successful selling means spreading out, taking on new business, opening new accounts, adding new goods to the line.

You have simply got to call on every person or firm in your territory who buys competitor's goods of the same character as those you carry. The material you need is there. New accounts; spread out; line up the prospects and canvass them thoroughly.

Make up your mind to keep on the go from the time you leave the office until you return or quit for the day.

Have no time to spend.

Plugging is tiresome work and keeping everlastingly at it is tedious until you see what it brings you.

When you see what it brings you in selling success, however, it will be impossible to hold you down.

Get into condition every morning. Be watchful of your personal appearance and the character of self and firm you represent. Be frank and truthful. Know your line. Interest those who give you an audience. Do not stuff nor write "phony" orders. Be aggressive and show confidence in your line and what you say. Study your argument and see that the customer agrees. Hustle for new business.

To do this means successful sales for you. Henry Baxton.

The Keeping-Still Habit.

It isn't good to keep still. If things in your opinion don't go right—tell it out good and strong. None of the fellows that get ahead keep still. They can't. Every man that I have under me is instructed to kick. It shows you are awake. It shows you see things. It keeps the boss posted. Kicking isn't grumbling. It isn't knocking nor tale bearing. It's a good strong manly protest against anything that hurts the business. Don't say "It isn't any of my business to kick." It is your business and nobody else's. W. E. Sweeney.

You will need to do a little jolly-ing in the course of the business; but do it judicious, gracefully and wisely.

Confidence is an asset beyond price; but it is well enough to be sure one is right before he assumes the role.

THE SQUARE DEAL.

It Has Come To Stay In Business Transactions.

It may perhaps seem strange that there is a difference between practical and technical honesty, but such is the case, declares the Inland Storekeeper.

A good many men consider themselves honest and they probably are technically so, just as Get Rich Quick Wallingford was always within the letter of the law in his operations, though a more disreputable scalawag was never put into fiction to tempt manhood into trying to live by the wits.

Technical honesty allows many things that practical honesty frowns upon.

A bill of goods comes into your store including six dozen bottles of olives.

When the shipment is unpacked there are found to be six dozen and a half.

What will you do with the extra half dozen.

Your action in the matter will indicate whether you are a technically honest man, that is, honest only as far as is necessary; or a practically honest man, honest whether it is necessary or not.

It is needless to say that when viewed from a strict morality point of view the only kind of honesty is the kind that never temporizes and always hews straight to the line.

The man who is practically honest will write to the shipper to send a bill for that extra half dozen bottles of olives.

The man who is only technically honest will put them on his shelves and say nothing, figuring that he is that much ahead.

We will not go into the morality of the action because that seems to require no discussion.

We will, however, say a word about the business aspect of it.

Honesty is the best policy.

Write to the shipper of these olives and tell him about it because it will pay you to do so.

Treat your wholesaler as you would have him treat you, if not because it is right, then because it will pay you.

It will pay to tell him about those olives because it will boost your credit in his estimation.

Anything that makes people think you are honest helps your credit and that certainly pays.

There will come times when your wholesaler has only your unsupported word for a shortage of goods in your shipment.

How will the fact that you were fair with him when the mistake was the other way effect his decision? It's a poor rule that won't work both ways.

There is no better rule to do business by than the Golden Rule.

A good many business men have had the idea that the Golden Rule is all right in theory but in practice must be changed to read, "Do others or they will do you."

There may have been a time when that was true. We doubt it, but there may possibly have been.

At all events it is not true now. Do others and they will do you, would be more nearly correct.

The Square Deal has come to stay and business is done nowadays on no other basis by responsible people.

There are still crooks and shysters and there always will be but the fact of their existence is no excuse for them and no more reason for joining their ranks than the existence of the "Black Hand" organization is an argument in its favor.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Flint has installed a new pump at the Water Works, which increases the daily capacity of the plant to 14,000,000 gallons, or double the former capacity of the station.

The Big Rapids Board of Trade will assist in locating the site for the new postoffice in that city.

A Few Hints About Manistee as a Summer Resort is the title of an attractive booklet just issued by the Board of Trade.

Kalamazoo reports a large and unusually fine celery crop and shipments are beginning. The second crop is being planted.

The Grand Haven Commercial Men's Association has been formally launched with the following officers. President, B. P. Sherwood; Vice-President, Peter Van Zyl; Secretary, John H. Reichardt; Treasurer, Arie Van Toll.

Having landed four new industries for Pontiac within the past two months the Commercial Association evidently is justified in having chosen as the city's slogan, Keep Your Eye on Pontiac.

You'll Like Port Huron seems to be catching on exceedingly well as the slogan of the Tunnel City. It is being liberally used in signs, in the newspapers and in other printed matter intended to boost the town.

Detroit parties are trying to interest the Pontiac Commercial Association in the project of constructing a macadam highway from Detroit to Pontiac.

Monroe is having an industrial boom. The River Raisin Paper Co. has been incorporated with \$100,000 capital and will break ground this week for a big factory. The Monroe Binder Board Co. has completed a large addition and will soon start work on another. This company has plans also for erecting a plant costing \$175,000, for the manufacture of folding boxes and shipping cases, employing 250 hands. The city also has \$90,000 worth of street paving to do and is wondering where the labor is coming from and how the men are to be housed. Almond Griffen.

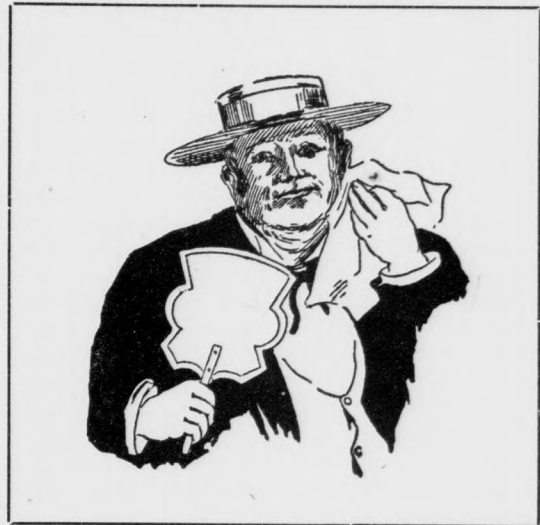
Nothing Left.

"And what are we to understand by the biblical expression, 'the four corners of the earth?'" asks the instructor in theology.

"Rockefeller's corner in oil, Havemeyer's corner in sugar, Carnegie's corner in steel and Patten's corner in wheat," answers the new student.

True saints never groan over the growing pains of grace.

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.



The Kind of Men Sales Managers Want.

I would instantly discharge any man in my employ if it came to my knowledge that he had told a lie—no matter how mild a lie, or whether it was told purely “in the interest of business” and resulted in getting a big order; no matter how high the standing of the salesman had been previous to the occurrence, or what his capability, or my personal regard for him—I repeat that if I knew that he had made one untruthful statement his connection with the Oliver Typewriter Company would end at once.

With me this is not so much a matter of ethics as business policy. The business we run is not a training school of morals of salesmen. Our hard and fast rules with regard to absolute truthfulness were not originated so much with a view to exalting the standard of personal conduct as to protecting our own interests in business.

A great many gifted men have fizzled out and missed their aims in life when they might have been successful leaders, through having practiced the telling of “business” falsehoods. A great many causes have failed by reason of the wavering faith of people who should have been their supporters—and this through no better reason than that too enthusiastic champions exaggerated or perverted facts “in the interest of” their cause. There are a great many businesses which deserve to succeed but will never do so, because the public on whose good will they depend for existence has been schooled in previous years into a chronic state of incredulity.

In order to build up a business of any kind and have it grow its promoters and representatives have first to win the unshakable confidence of the public—and this they can not do unless every assertion on which their claims for patronage are based is true in the strictest sense of the word. The mildest and most plausible falsehood, even although it should have the effect of bringing thousands of dollars increase in business, is likely to result in incalculably greater damage, once it is discovered and the news of it begins to spread.

For this reason any sales organization which is founded not only for temporary profit but with a view to maintaining its supremacy and its control of trade, should exact the most rigid regard for the truth on the part of each and all its representatives. It is a part of human nature, I suppose, that when a man has

been told one hundred facts on any subject and discovers one of these facts to be false, he immediately discredits all of the other ninety-nine.

Not one firm that supports itself by selling manufactured products of any kind can afford to retain in its employ a salesman who can not be depended upon to tell nothing but the truth under all conditions. That is why I am so firm in my determination that the slightest lie should cost the man who told it his position with us. We do not believe in spying on salesmen or in any system of surveillance intended to trap him in falsehoods; so in order to carry into effect our plan of having only truth-tellers in our force we have to take the utmost care in selecting the right men from the ranks of applicants.

When a man applies for a position as salesman for the Oliver typewriter the department head to whom he makes his application satisfies himself first as to the man's antecedents, the degree of education he has had and his character so far as the latter can be determined. We want proof that the man has spent the previous years of his life working to good purpose; that there was nothing vicious or immoral in his early environment, and that his parents were progressive and respectable. It is not sufficient that the applicant appears well and bears flattering recommendations from recent employers; we want to search beyond these immediate and obvious facts about him and to be as sure as we can that there are no concealed influences in his life that might incline him to disloyal or dishonest actions.

A great many business houses are less thorough in such investigations because they do not consider permanency as essential in the salesman's relation with the house. They consider that it is easy enough to drop the man if he does not turn out to be all that could be expected, and overlook the fact that the constant trying-out of men who prove unsatisfactory and are finally dropped, is a great detriment in the conduct of business; first because much time is lost in these experiments, and second because the customers whom such beginners have tried to sell are likely to have been treated with in a blundering fashion, and to have received wrong impressions which it is difficult to correct. Then, too, some salesmen on being dismissed for inefficiency, might leave the service of the company with a feeling of enmity, and maliciously attempting to

use what knowledge they have gained of its methods to its disadvantage.

It is, therefore, a most desirable thing that when a salesman comes into the employ of the firm it should be with a feeling on both sides that the relation is to be a permanent one. When these conditions exist the salesman takes a deep personal interest in the product he is selling, talks with the force of religious conviction on the subject of its merits and works heart and soul not only for his own advancement but for that of the interests he serves. We want our salesmen to believe in our type-writers and to believe in them so absolutely that they could not be induced for double their present salary to sell any competing machine. The kind of men who will enter the employ of one house—go about for a year or two haranguing the public as to the superiority of its goods—and then as a matter of convenience go on the road with a rival line and try to convince himself and others that that rival line is best, when he knows differently, is not the sort of man we could class as a salesman at all. If he is capable of doing this he is incapable of working on principle, and however brilliant the results he gets he is never to be relied upon. Loyalty is the chief requisite in the man who wants to succeed in salesmanship.

I believe that the more thoroughly educated a salesman is the more competent he is apt to be. It is a mistake in my estimation that education makes snobs of people or unfits them for the practical duties of life. College education is an important thing, and we should be glad to recruit our entire force from the ranks of college graduates if this were possible. This is not saying that there are not a great many brilliant and successful salesmen who have had little or no education at all. They are exceptions to the rule that education is important in salesmanship, instead of being, as there seems to be an inclination to suppose them, proof that the salesman is better off without having any “frills of learning.” The chief value which I place upon this matter of education is not so much the versatility it gives a man as the moral effect which it has in developing him. The man who has a thorough college or even high school education has learned to know other people at their best and must have assimilated a good deal of his instructors' respect for accuracy. He has learned the knack of classifying information of all kinds and of expressing himself readily. He is, therefore, prepared, when he goes out in the business world to meet all men on a common level. He is at home in the office of the greatest magnate, and has none of the awkwardness that is so common under such circumstances to the man who is weighted down by a consciousness of his own inferior attainments. Ricord Cradwell.

You can't pick a winning salesman by the cut of his coat or the color of his hair.

Self-Control.

At each moment of a man's life he is either a king or a slave. As he surrenders to a wrong appetite, to any human weakness; as he falls prostrate in hopeless subjection to any condition, to any environment, to any failure, he is a slave. As he day by day crushes out human weakness, masters opposing elements within him, and day by day creates a new self from the sin and folly of his past—then he is a king. Alexander captured the whole world except—Alexander. Emperor of the earth, he was the servile slave of his own passions.

We envy the success of others, when we should emulate the process by which that success came.

We shut our eyes to the thousands of instances of the world's successes—mental, moral, physical, financial or spiritual—wherein the great final success came from a beginning far weaker and poorer than our own.

William George Jordan.

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

“CAFE ELYSEE”

NEW YORK

If every traveler who came to Grand Rapids stopped at

Hotel Livingston

Grand Rapids, Mich.

the outside world would hear pleasant stories about this city's accommodation.

A Century of Firecrackers.

It was in 1780 that America began to buy firecrackers from China. In that year Richard Broome, China merchant, of Pearl street, New York, began to bring a few hundred cases of firecrackers in his tall clipper ships that raced home with teas from Canton. The letter of Mr. Adams advising good patriots to burn gunpowder and make a joyful noise in celebration of our National deliverance from tyranny was still a potent influence in the land, and wise Mr. Broome helped the good patriots to burn and to boom.

John Chinaman had used firecrackers since the beginning of time to please his gods and scare off devils, but with the demand from America steadily growing he increased the manufacture until finally the people of the United States were using one-half of all the firecrackers made—leaving the remaining half to be divided among China and all the rest of the world. Up to a few years ago we Americans were using 700,000 boxes of firecrackers a year, every box containing forty packages of sixty-four crackers each—in all, we popped 1,792,000,000 firecrackers a year. That is, Young America enjoyed 1,792,000,000 opportunities to kill or cripple himself every year.

So great a demand for the firecrackers put many thousands of hands to work. To estimate the exact number is a mental, moral and physical impossibility. So far as Chinese statistics may be relied upon, it is certain that in the Canton district alone 100,000 persons are engaged in the manufacture. The three additional provinces would swell the number to at least 300,000. The workers are aged and decrepit persons, convalescents in hospitals and tiny children. The infants begin at the age of 5, serve an apprenticeship of a month or two without pay and when they are proficient earn daily as much as fifteen to twenty cash—equal to so much less than one cent that the American imagination can not stoop so low.

Retires From Corn Products Refining Co.

New York, July 12—Joseph B. Reichmann has severed all active connection with the glucose combine, although still President of the National Starch Company and also a director of the Corn Products Refining Company for the time being. His retirement is owing to a pressure of other business.

Mr. Reichmann was associated with the old Corn Products Company previous to its acquisition by the present \$80,000,000 corporation, of which E. T. Bedford is head. Mr. Reichmann is President of the Carnegie Trust Company, to which he is devoting practically all his time. He is also President of the Platt Iron Works at Dayton, Ohio.

E. B. Weldon, Vice President, is acting as the executive head of the National Starch Company.

The Davenport plant is preparing to start up in order to meet the expected heavy fall trade in sugar. All the works of the Corn Products

Refining Company, therefore, will be running by August 1.

What will interest persons in glucose and starch circles is the announcement that P. L. Saenger has resigned as superintendent of the Roby plant of the American Maize Products Company, controlled by Royal Baking Powder interests. Mr. Saenger will be succeeded by R. E. Daly, who has resigned a similar position with the Union Starch Company. A story is told in this connection that Mr. Saenger contemplates organizing a new company which proposes to turn out glucose and other by-products.

Lower Wall Street heard a report to-day that the Royal Baking Powder Company intended to do away with its bonus plan, under which, it is said, customers who increased their sales in baking powder 10 per cent. per annum were allowed a bonus of 3 per cent. of late years.

The American Maize Products Company, which is an important competitor of the Corn Products Refining Company, is now grinding approximately 12,000 bushels of corn daily.

Cut Excess Rate on 3-cent Lines.

Lansing, July 12—The Michigan Railway Commission issued an order to-day to become effective August 1, compelling all railroads charging a three-cent passenger rate to charge the same excess baggage rate as the two-cent roads. Upwards of twenty-five roads, including the small lines in the northern part of the State, are affected by the order.

On January 15, 1909, a new schedule was put in effect figuring the excess rate on the passenger rate basis, but this prevented passengers using roads charging different rates from checking their baggage through. The railroads finally protested the rate in the courts, but received an adverse decision from the supreme court.

The excess rate now in effect is figured on a mileage basis. A passenger is allowed 150 pounds free. The minimum charge for excess is 25 cents. Eight cents per 100 pounds is charged for the first ten miles. An increase of two cents per 100 pounds is charged after the first ten miles traveled up to fifty miles. Beyond that to 300 miles the rate is three cents per 100.

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

Buffalo, July 13—Creamery, fresh, 25@29c; dairy, fresh, 22@23c; poor to common, 20@21c.

Eggs—Strictly fresh candled, 22@25c; at mark, 20@21c.

Live Poultry—Fowls, 16c; broilers, 22@25c; 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@1.70 per bbl. Rea & Witzig.

Sell Yourself Before You Tackle Prospects.

A chief quality of a successful salesman is earnestness. The reason you are not selling more goods to merchants is that you have not all sold yourselves yet. You have got to believe in your product yourself before you can make anyone else believe in it. It is no use to try to start a flame of enthusiasm in somebody else if your own mind is full of icy doubts. Go off around a corner somewhere, where you can be alone, and sell yourself a line of the article we make. Think over its value; realize it; burn it into your mind. Enumerate its good qualities one after the other; get a realizing sense of each one. Sweep out of your mind, like so many cobwebs, any apologetic feeling regarding it. You are not trying to persuade the business man to waste money. You are selling him something that he needs. You are helping him to increase his profits. You are doing him as great a favor as he does you.

Say these things over to yourself. Think them in your heart; realize them—they are all true. Light the flame of your enthusiasm and fan it into a good brisk blaze. Then, when you have sold yourself, when you believe in your own proposition, heart and soul—go back and tackle that same man a second time. You are in earnest this time. He will feel the change. There will be an atmosphere about you that will carry respect. He will listen to you. His mind won't wander any more than the mariner's needle wanders from the pole.

W. C. Holman.

Just That Way.

There were two men waiting on the corner for the same car, and after each had something to say about the wretched old line one queried:

"I see the summer hog abounds on our line?"

"Yes, indeed."

"Gets an end seat and you have to climb over him."

"Sure."

"Sticks to it as if he was nailed down."

"He does."

"And nothing can make him ashamed of himself."

"Not a thing."

"I take pleasure in calling such men hogs right to their faces."

"So do I."

"And I'd like nothing better than to have one of them sass back, so as to give me an excuse to plug him."

"Just my feelings."

And then the car swung around the corner and the two men jumped for it and secured end seats and settled down to defend them with their lives.

Putting Frost To Work.

An interesting application of the freezing system in shaft-sinking was recently exhibited at a colliery in England. When the shaft had been sunk a short distance it was found that a layer of quicksand eighty feet in depth had to be penetrated. To prevent the wet sand from flowing

into the shaft it was frozen solid. A circular row of holes, forming a ring over twenty feet in diameter was made round the shaft and by means of metal pipes a freezing mixture of brine, or chloride of sodium, was caused to circulate in them. This had the effect of freezing the sand in a circular wall round the shaft as hard as rock. On the removal of the soft sand in the center the frozen wall remained intact, protecting the workmen from the quicksand behind it.

Banks at Fairbanks, Alaska, have received \$3,000,000 worth of gold dust since the season opened six weeks ago. More than \$1,000,000 worth of dust has already been shipped to Seattle and more will follow shortly. Alaska has proved the most profitable investment ever made by Uncle Sam, although it was known for a long time as "Seward's folly." That wise statesman was generally denounced for squandering the money of the Nation for a Polar region that could never produce anything but ice. He was wiser than his generation.

A Saginaw correspondent writes: A. G. Marriott, of Grand Rapids, has assumed the management of the Washburn-Crosby Co.'s business in the Saginaw district, taking the place of Ben McCann, who resigned some time ago after four years of residence in Saginaw. Mr. Marriott has been associated with the milling company for many years, the last four of which were spent as manager of the Grand Rapids district. Mr. McCann has left for Nashville, Tenn. His family is still in the city and will probably remain for some time.

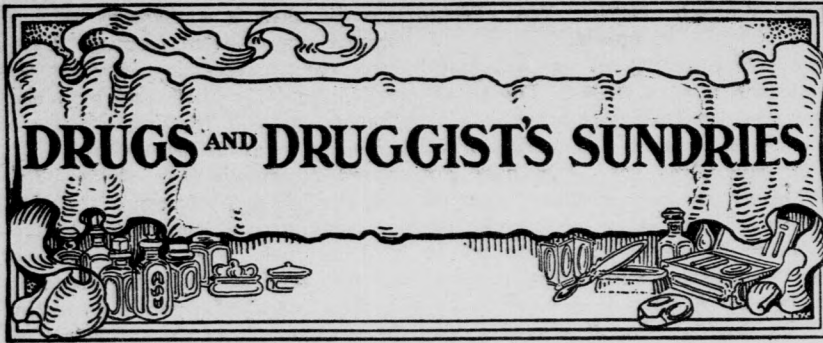
New York City hotel men have started a round-up to clear the hotel corridors of summer loungers who use the lobbies by the hour, occupying the wicker chairs and enjoying the electric fans and the ice water. The lobby of any big hotel in town, with all the modern appliances for keeping cool, is one of the most inviting places on a hot day, and the loungers monopolize the comforts to the exclusion of the hotel patrons.

Bay City—The Kneeland-Bigelow Co. will close its mill to-day for two or three weeks for general repairs. This company last month shipped by rail 4,227,000 feet of lumber. Mr. Bigelow says business is good and that the market for hardwood is strong. Demand is particularly strong for dry maple with little of it in the hands of manufacturers that is not already sold.

It is remarkable how rapidly public sentiment has developed in favor of public parks and playgrounds for children. Nearly every city and large village in the country is moving for one or the other and many for both.

Hancock—Herman Stark has sold his clothing stock to Kremen Bros., of Houghton.

Lake Linden—The clothing store of Thomas Curran has been closed by creditors.



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.

Up-To-Date Grape Juice Formulas.

Grape Ball.

Use a ten-ounce glass in which place three or four ounces of grape juice and a lump or two of ice, fill the glass with charged water. Best results will be secured with Clysmitic, White Rock or a similar water, or use a charged Lithia water.

Grape Punch.

It's a good idea to occasionally make a "special" on a good punch, or to serve it one day a week. You are often called upon to furnish a punch or the recipe for making it for some function. Here is a simple but very popular recipe. It is hard to improve upon.

Juice of three lemons.

Juice of one orange.

One pint grape juice.

One quart water.

One cup sugar.

If served from a punch bowl, add sliced oranges and pineapple. Or for variety, use quartered marshmallows.

Grape Phosphate.

You can make this your leading phosphate. It is a most refreshing drink, easily made and "looks good." Be sure that your syrup is right. For the syrup use

Grape juice, 1 quart.

Simple syrup, 3 quarts.

Solution citric acid, 1 ounce.

Ten Cent Grape Phosphate.

Use one ounce of the grape syrup prepared as stated above, add two ounces of grape juice and fill with soda. Its a winner with the best class of trade.

Fancy Drinks Using Grape Juice.

There are endless ways of using grape juice in combination with other fruit juices and syrups. It blends especially well with lemon, orange, lime, pineapples and raspberry juices.

Grape Float.

Fill a 12-ounce glass to within an inch of the top with plain lemonade,

then carefully float on the top a sufficient quantity of grape juice to fill the glass, being careful not to disturb the lemonade. A good, long drink, and a thirst quencher.

Grape Orange.

Take six ounce glass in which place one ounce orange syrup, three ounces grape juice. Fill glass with carbonated water.

Mint Frappe.

Orange syrup, ½ ounce.

Ginger ale, ½ ounce.

Grape syrup, ½ ounce.

Pineapple syrup, ½ ounce.

Acid phosphate, 2 dashes.

Fresh mint, 4 leaves.

Shaved ice, ½ glass.

Press mint to sides of glass, then add soda, coarse stream to fill glass, stir, and serve with straws.

Concord Snow.

In a mixing glass place three ounces grape juice. Serve in a six ounce stem glass with a slice of pineapple and a cherry.

Greaseless Cold Cream.

Stearic acid 30 gms.

Sodium carbonate 20 gms.

Borax 5 gms.

Cacao butter 5 gms.

Glycerin 25 cc.

Water 400 cc.

Mucilage tragacanth 100 cc.

Place the ingredients in a capsule over a waterbath, and heat until effervescence ceases. Remove from heat and when it begins to stiffen add: Alcohol 30 cc., containing the desired perfume q. s.; and mix well. Permit to harden. Now reapply heat and beat up vigorously until fluffy and creamy, and fill in tubes or jars. A casein preparation which will answer the requirements of our correspondent may be made as follows:

Mix any suitable quantity of casein with ten per cent. of glycerin, color, if desired with solution of carmine, flavor with any essential oil or handkerchief extract and incorporate some preservative such as a small percentage of boric acid.

If our correspondent has difficulty in purchasing casein, it may readily be prepared as follows. Warm milk to a temperature of about 40 degrees C., add a small amount of ammonia water and let stand for 24 hours, when all the cream or fat will have risen to the surface and may be skimmed off. To the opalescent liquid remaining add acetic acid in excess, to precipitate the casein. Collect the precipitate on a strainer, wash it with water until no longer acid, and finally dry it.

Chemically Pure Air Is Black.

That a chemically pure air is black becomes a rather astounding assertion. But you may prove it for yourself. Take a tight wooden box with cover removed. At each end of the box cut or bore two small holes exactly opposite each other. Cover the top and the end windows with sheet glass. Turn the box upon its side and inside it on the bottom surface, place a sheet of cloth soaked in glycerin and over the cloth sprinkle a little lime. Take the prepared box to a dark room and leave it for about six days. All the moisture in the air will have been absorbed by the lime; the dust particles will have settled upon the glycerin cloth. You have the chemically pure air.

You are in readiness for the test. Light a candle—or, even better, have an electric bulb at hand and turn on the light. Placing the light at the one window, it may be seen if you look through the box at the other end. But from the glass front no ray of light is visible in the box. Still further, a hand mirror reflecting the light to any part of the dark room will not send a single gleam into the broad front glass opening of the box. The air is absolute blackness, which is impenetrable to any light—that absolute blackness which exists in stellar space, day and night.

She Will Live.

"Doctor, will she live?"

"I hope so, but it was a great shock and she may be years getting over it."

"How long before I can see her and explain how it was and ask her forgiveness?"

"Not for three months at least. The very sight of you will at once arouse the recollection. Man, you should have been more careful."

"Yes, it will be a lesson to last me the rest of my life," replied the tearful father. "Yes, I was heedless. I knew that graduation exercises came next week. I knew that my loved daughter was to read an essay on the relations of Lord Bacon to other bacon and that it was sure to be a success. I knew that the manuscript was on the clock shelf."

"And yet you—"

"Yes, doctor. In the middle of the night baby had colic and I got up to light the fire. I grabbed for paper. I took the first thing handy. It happened to be the Lord Bacon essay, and it was fried to a crisp. The awful shriek my daughter gave when she found it missing—her sobs when she knew that her career was ended will ever ring in my ears; but save her, Doctor—save her to forgive me!"

And she was saved, and the bill was \$6—\$2 per.

The Doctor's Prescription.

For a long time the French affected to abhor German opera, and the music of Wagner was, until very recent times, the butt of many jokes in the French capital.

The story used to be told of a certain banker who had become deaf—so deaf that he could no longer hear the discharge of a cannon. His physician concluded that his ailment was

of the sort that might be cured by concussion and took him to hear Wagner's Lohengrin.

The two took seats close to the orchestra—just in front of the trombones and trumpets and near the mouths of these instruments. There came a passage in which the trombones and trumpets make a celebrated and terrible blast. At the end of it the banker whispered excitedly and ecstatically to the doctor:

"You have saved me! You have saved me!"

But the doctor paid no attention. Forgetting the presence of others, the banker called out:

"Doctor! Doctor! I can hear! Congratulate me!"

But still the doctor paid no attention. He had himself become totally deaf.

Liver or Hepatic Pills.

1—Euonymin 1 gr.

Compound Rhubarb Pill 2 grs.

For one pill.

2—Leptandrin ¼ gr.

Podophyllin ¼ gr.

Compound Extract Colo-

cyath 3 grs.

For one pill.

3—Euonymin ¼ gr.

Resin Podophyllin 1-20 gr.

Ipecac, powdered ¼ gr.

Calomel ⅛ gr.

Aloin 1-12 gr.

For one pill.

Headache Powders.

1—Camphor Monobromated 3 grs.

Sodium Bicarbonate 10 grs.

Caffeine 3 grs.

Acetanilid 28 grs.

Sugar 12 grs.

Mix; put up in 8 powders.

2—Phenacetin 30 grs.

Extract Guarana 10 grs.

Sodium Bicarbonate ... 20 grs.

Caffeine, Citrated 5 grs.

Rhubarb, powdered ... 30 grs.

Charcoal powdered 30 grs.

Mix and divide in ten powders.

He Could Stop That.

"Well," said the doctor, briskly, as he entered the patient's room, "how is everything this morning?"

"It still hurts me to breathe—in fact, the only trouble seems to be my breath."

"Oh, well, I'll give you something that will soon stop that."

The Antidote.

The Nurse—Oh, you wicked boy, to give the baby blotting-paper to eat!

The Wicked Boy—Well, I thought that was the best thing to give him, 'cos he's just swallowed half that bottle of ink.

FOR SALE

\$1,200 buys a drug stock and fixtures invoicing more than \$1,400; no dead stock.

We make this reduction owing to our proprietary medicine requiring our entire attention.

If you have the cash and mean business don't write, but come and investigate this exceptional opportunity.

Peckham's Croup Remedy Co.
 Freeport, Mich.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, Morphia, Myristica, Nux Vomica, Pepsin, P D Co., P D Co. doz., P D Co. doz., Quina, S. Ger., Quina, S. P & W, Rubia Tinctorum, Saccharum La's, Salacin, Sanguis Drae's, Sapo, G, Sapo, M, Sapo, W, Seidlitz Mixture, Sinapis, Sinapis, opt., Snuff, Maccaboy, De Voos, Snuff, S'h DeVo's, Soda, Boras, Soda, Boras, po, Soda et Pot's Tart, Soda, Carb, Soda, Bi-Carb, Soda, Ash, Soda, Sulphas, Spts. Cologne, Spts. Myrcia, Spts. Vini Rect bbl, Spts. Vini Rect 1/2 b, Spts. Vini R't 10 gl, Spts. Vini R't 5 gl, Strychnia, Crystl 1 10, Sulphur Subl, Sulphur, Roll, Tamarinds, Terebenth Venice, Thebromae, Vanilla, and Zinc Sulph.

Advertisement for PLAY BALL Base Ball Goods. Text includes: 'We Are Agents for Base Ball Goods', 'Manufactured by A. J. REACH & CO., Philadelphia, Pa.', 'Balls, Bats Fielders' and Basemen's Mitts Gloves, Protectors Catchers' Mitts and Masks', 'Please send us your order early while our stock is unbroken and complete', and 'Hazeltine & Perkins Drug Co. Grand Rapids, Mich.'

Advertisement for LaBelle Moistener and Letter Sealer. Text includes: 'LaBelle Moistener and Letter Sealer', 'For Sealing Letters, Affixing Stamps and General Use', 'Simplest, cleanest and most convenient device of its kind on the market.', 'You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.', 'Price, 75c Postpaid to Your Address', and 'TRADESMAN COMPANY GRAND RAPIDS, MICH.'

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns: ADVANCED, DECLINED. Lists various grocery items and their prices.

Index to Markets By Columns

Index to Markets By Columns. A vertical list of market categories from A to Y, such as Ammonia, Baked Beans, Butter Color, etc.

Main price list table with columns 1, 2, 3, 4, 5. Contains detailed prices for items like Arctic Ammonia, Oysters, Plums, Peas, Pineapple, etc.

Table with columns 3, 4, 5. Contains prices for items like Cheating Gum, Chicory, Chocolate, Cider, Sweet, Cocoa, Coffee, etc.

Table with column 5. Contains prices for items like Festino, Bent's Water Crackers, Cream Tartar, Dried Fruits, etc.

6

Kansas Hard Wheat Flour
Judson Grocer Co.
Fanchon, 1/8 cloth 6 00
Lemon & Wheeler Co.
White Star, 1/8 cloth 6 00
White Star, 1/4 cloth 5 90
White Star, 1/2 cloth 5 80
Worden Grocer Co.
American Eagle 1/8 ch 6 10
Grand Rapids Grain & Milling Co. Brands.
Purity, Patent 5 25
Seal of Minnesota 5 60
Wizard Flour 4 85
Wizard, Graham 4 85
Wizard, Gran. Meal 3 60
Wizard, Buckwheat 3 60
Kye 4 80

Spring Wheat Flour
Roy Baker's Brand
Golden Horn, family 5 90
Golden Horn, bakers 5 80
Wisconsin Rye 4 40
Judson Grocer Co.'s Brand
Ceresota, 1/8s 7 00
Ceresota, 1/4s 6 90
Ceresota, 1/2s 6 80
Lemon & Wheeler's Brand
Wingold, 1/8s 6 50
Wingold, 1/4s 6 40
Wingold, 1/2s 6 30
Worden Grocer Co.'s Brand
Laurel, 1/8 cloth 6 20
Laurel, 1/4 cloth 6 10
Laurel, 1/2 & 1/4 cloth 6 00
Laurel, 1/2 cloth 6 00
Voigt Milling Co.'s Brand
Voigt's Crescent 5 25
Voigt's Flourloft
(whole wheat flour) 5 25
Voigt's Hygienic
Graham 4 40
Voigt's Royal 5 60

Wykes & Co.
Sleepy Eye, 1/8 cloth 6 50
Sleepy Eye, 1/4 cloth 6 40
Sleepy Eye, 1/2 cloth 6 30
Sleepy Eye, 1/8 paper 6 30
Sleepy Eye, 1/4 paper 6 30
Sleepy Eye, 1/2 paper 6 30

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 31 00

Dairy Feeds
Wykes & Co.
O P Linseed Meal 35 00
O P Laxo-Cake-Meal 33 00
Cottonseed Meal 34 50
Gluten Feed 28 50
Brewers' Grains 28 00
Hammond Dairy Feed 24 00
Alfalfa Meal 25 00

Oats
Michigan carlots 44
Less than carlots 46
Corn
Carlots 64
Less than carlots 67

Hay
Carlots 17
Less than carlots 18

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 85

MUSTARD
1/2 lb. 6 lb. box 18

OLIVES
Bulk, 1 gal. kegs 1 10 @ 1 20
Bulk, 2 gal. kegs 95 @ 1 05
Bulk, 5 gal. kegs 90 @ 1 00
Manzanilla, 3 oz. 75
Queen, pints 2 50
Queen, 19 oz. 4 50
Queen, 28 oz. 7 00
Stuffed, 5 oz. 90
Stuffed, 3 oz. 1 45

PIPES
Clay, No. 116, 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, satin fin. 2 00
No. 808 Bicycle 2 00
No. 632 Tourn't whist 2 25

POTASH
Rabbit'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 16

Lard
Pure in tierces 14 1/2
Compound Lard 11

50 lb. tubs advance 1/2
60 lb. tubs advance 1/2
50 lb. tins advance 1/2
20 lb. pails advance 3/4
10 lb. pails advance 3/4
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

Beef
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
1/2 bbls., 40 lbs. 1 60
1/2 bbls., 80 lbs. 3 00

Casings
Hogs, per lb. 32
Beef, rounds, set 25
Beef, middles, set 80
Sheep, per bundle 90

Uncolored Butterine
Solid dairy 10 @ 12
Country Rolls 10 1/2 @ 16 1/2

Canned Meats
Corned beef, 2 lb. 3 20
Corned beef, 1 lb. 1 80
Roast beef, 2 lb. 3 20
Roast beef, 1 lb. 1 80
Potted ham, 1/4 s 90
Potted ham, 1/2 s 90
Deviled ham, 1/4 s 50
Deviled ham, 1/2 s 90
Potted tongue, 1/4 s 50
Potted tongue, 1/2 s 90

EGGS
Fancy 7 @ 7 1/2
Japan 5 1/2 @ 6 1/2
Broken 2 1/2 @ 3 1/4

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 25
Snider's, small, 2 doz. 1 35

SALERATUS
Packed 60 lbs. in box. 3 00
Arm and Hammer 3 00
Deland's 3 00
Dwight's Cow 3 00
L. P. 3 00
Standard 1 80
Wyandotte, 100 3/4s 3 00

SAL SODA
Granulated, bbls. 80
Granulated, 100 lbs. ca. 90
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
28 lb. sacks 32
28 lb. sacks 17

Warsaw
56 lb. dairy in drill bags 40
28 lb. dairy in drill bags 20
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 @ 6

Hallbut
Strips 15
Chunks 16

Holland Herring
White Hp, bbls. 20
White Hp, 1/2 bbls. 20
White Hoop mchs. 24
Norwegian 85

Trout
Round, 100 lbs. 3 75
Round, 40 lbs. 1 90
Sealed 15

No. 1, 100 lbs. 7 50
No. 1, 40 lbs. 3 25
No. 1, 10 lbs. 90
No. 1, 8 lbs. 75

Mackerel
Mesa, 100 lbs. 35 00

8

Mesa, 40 lbs. 6 60
Mesa, 10 lbs. 1 75
Mesa, 5 lbs. 1 00

No. 1, 100 lbs. 14 60
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 60
Dome, oval bars 3 00
Satinet, oval 2 70
Snowberry, 100 cakes 4 00
Proctor & Gamble Co.
Lenox 3 60
Ivory, 6 oz. 4 00
Ivory, 10 oz. 6 75
Star 3 50

Lautz Bros. & Co.
Acme, 30 bars, 75 lbs. 4 00
Acme, 25 bars, 75 lbs. 4 00
Acme, 25 bars, 70 lbs. 3 80
Acme, 100 cakes 3 60
Big Master, 70 bars 2 85
German Mottled, 3 35
German Mottled, 5 bxs 3 30
German Mottled, 10bxs 3 25
German Mottled, 25bxs 3 20
Marseilles, 100 cakes 6 00
Marseilles, 100 cks 5c 4 00
Marseilles, 100 ck toilet 4 00
Marseilles, 1/2bx toilet 2 10

A. B. Wisley
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
Wisdour 3 80

Soap Compounds
Johnson's Fine 5 10
Johnson's XXX 4 25
Nine O'clock 3 30
Rub-No-More 3 85

Scouring
Enoch Morgan's Sons.
Sapolio, gross lots 9 00
Sapolio, half gro. lots 4 50
Sapolio, single boxes. 2 25
Sapolio, hand 2 25
Scourine Manufacturing Co
Scourine, 50 cakes 1 80
Scourine, 100 cakes 3 50

SODA
Boxes, English 5 1/2
Kegs, English 4 1/4

SPICES
Whole Spices
Allspice, Jamaica 13
Allspice, good Garden 11
Cloves, Zanzibar 16
Cassia, Canton 14
Cassia, 5c pkg, doz. 25
Ginger, African 9 1/4
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 1/4
Muzzy, 20 lb. pkgs. 5 1/2
Muzzy, 40 lb. pkgs. 5

Gloss
Kingsford
Silver Gloss, 40 lbs. 7 1/4
Silver Gloss, 16 3lbs. 6 1/4
Silver Gloss, 12 6lbs. 8 1/4

Muzzy
48 lb. packages 5
16 5lb. packages 4 1/2
12 6lb. packages 6
50lb. boxes 2 1/2

SYRUPS
Corn
Half barrels 27
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

9

1/4lb. cans 2 dz. in ca. 1 75

Pure Cane
Fair 16
Good 20
Choice 25

TEA
Japan
Sundried, medium 24 @ 26
Sundried, choice 30 @ 33
Sundried, fancy 36 @ 40
Regular, medium 24 @ 26
Regular, choice 30 @ 33
Regular, fancy 36 @ 40
Basket-fired, medium 30
Basket-fired, choice 35 @ 37
Basket-fired, fancy 40 @ 43
Nibs 26 @ 30
Siftings 10 @ 12
Fannings 14 @ 15

Gunpowder
Moyune, medium 28
Moyune, choice 32
Moyune, fancy 40 @ 45
Pingsuey, medium 25 @ 28
Pingsuey, choice 30
Pingsuey, fancy 40 @ 45

Young Hyson
Choice 30
Fancy 40 @ 50

Oolong
Formosa, fancy 45 @ 60
Amoy, medium 25
Amoy, choice 32

English Breakfast
Medium 25
Choice 30
Fancy 40 @ 45

India
Ceylon, choice 30 @ 35
Fancy 45 @ 50

TOBACCO
Fine Cut
Cadillac 54
Sweet Loma 34
Hiawatha, 5lb. pails 56
Telegram 31
Pav Car 33
Prairie Rose 49
Protection 40
Sweet Burley 41
Tiger 41

Plug
Red Cross 30
Palo 36
Kylo 35
Battle Ax 37
American Eagle 37
Standard Navy 37
Spear Head, 7 oz. 47
Spear Head, 14 1/2 oz. 44
Nobby Twist 55
Jolly Tar 40
Oz Honesty 43
Toddy 34
J. T. 33
Piper Heidsieck 69
Root Jack 86
Honey Dip Twist 45
Black Standard 40
Cadillac 40
Forge 34
Nickel Twist 52
Mill 32
Great Navy 36

Smoking
Sweet Core 34
Flat Car 32
Warpath 26
Bamboo, 16 oz. 25
1 X L, 5lb. 27
1 X L, 16 oz. pails 31
Honey Dew 40
Gold Block 40
Flagman 40
Chips 33
Kiln Dried 21
Duke's Mixture 40
Duke's Cameo 43
Myrtle Navy 44
Yum Yum, 5c per gro 5 55
Yum Yum, 10c per gro 11 50
Yum, Yum, 1lb. pails 39
Cream 38
Corn Cake, 2 1/2 oz. 26
Corn Cake, 1lb. 21
Plover Boy, 1 1/2 oz. 39
Plover Boy, 3 1/2 oz. 39
Peerless, 1 1/2 oz. 35
Peerless, 1 1/2 oz. 39
Air Brake 36
Cant Hook 30
Country Club 32-34
Forex-XXXX 30
Good Indian 26
Self Binder, 16oz. 8oz. 20-22
Silver Foam 24
Sweet Marie 32
Royal Smoke 42

TWINE
Cotton, 3 ply 24
Cotton, 4 ply 24
Jute, 2 ply 14
Hemp, 6 ply 15
Flax, medium N 24
Wool, 1 lb. balls 8

VINEGAR
State Seal 12
Oakland apple cider 14
Morgan's Old Process 14
Barrels free.

WICKING
No. 0 per gross 30
No. 1 per gross 40
No. 2 per gross 50
No. 3 per gross 75

WOODENWARE
Baskets
Bushels, wide band 1 00
Market 40
Splint, large 3 50
Splint, medium 3 00
Splint, small 2 75
Willow, Clothes, large 8 25
Willow, Clothes, me'm 7 25
Willow, Clothes, small 6 25

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 16 sets 1 25
Case, mediums, 12 sets 1 25

Faucets
Cork lined, 8 in. 70
Cork lined, 9 in. 80
Cork lined, 10 in. 90

Mop Sticks
Trojan patent 90
Eclipse patent spring 85
No. 1 common 30
No. 2 pat. brush holder 85
12lb. cotton mop heads 1 40
Ideal No. 7 25

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 20
Paper, Eureka 2 25
Fibre 2 70

Toothpicks
Hardwood 2 50
Softwood 2 75
Banquet 1 50
Ideal 1 50

Traps
Mouse, wood, 2 holes. 22
Mouse, wood, 4 holes. 45
Mouse, wood, 6 holes. 70
Mouse, tin, 5 holes 65
Rat, wood 80
Rat, spring 75

Tubs
20-in. Standard, No. 1 7 50
18-in. Standard, No. 2 6 50
16-in. Standard, No. 3 5 50
20-in. Cable, No. 1 8 00
18-in. Cable, No. 2 7 00
16-in. Cable, No. 3 6 00
No. 1 Fibre 10 25
No. 2 Fibre 9 25
No. 3 Fibre 8 25

Washboards
Bronze Globe 2 50
Dewey 1 75
Double Acme 3 75
Single Acme 3 15
Double Peerless 3 75
Single Peerless 3 25
Northern Queen 3 25
Double Duplex 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 3
Butcher's Manila 2 1/2
Wax Butter, short c't 13
Wax Butter, full count 20
Wax Butter, rolls 19

YEAST CAKE
Magic, 3 doz. 1 15
Sunlight, 3 doz. 1 00
Sunlight, 1 1/2 doz. 50
Yeast Foam, 3 doz. 1 15
Yeast Cream, 3 doz. 1 00
Yeast Foam, 1 1/2 doz. 55

FRESH FISH
Whitefish, Jumbo Per lb. 16
Whitefish, No. 1 12
Trout 11 1/2
Herring 7
Bluefish 14 1/2
Live Lobster 29
Boiled Lobster 29
Cod 10
Haddock 8
Pickered 12
Pike 9
Perch 8
Smoked, White 12 1/2
Chinook Salmon 15
Mackerel 15
Finnan Haddie
Roe Shad
Shad Roe, each
Speckled Bass 8 1/2

HIDES AND PELTS
Hides
Green No. 1 11
Green No. 2 19
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 13 1/2

11

Old Wool Pelts
Lambs 50 @ 75
Shearlings 40 @ 75

Tallow
No. 1 5
No. 2 4

Wool
Unwashed, med. @ 25
Unwashed, fine @ 25
Standard Twist 5

Cases
Jumbo, 22 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 8
Conserve 8
Royal 7 1/2
Ribbon 12
Broken 10
Cut Leaf 8
Leader 3 1/2
Kindergarten 8
French Cream 10
Star 9
Hand Made Cream 11
Premio Cream mixed 14
Paris Cream Bon Bons 10

Fancy-In Pails
Gypsy Hearts 14
Coco Bon Bons 14
Fudge Squares 13
Peanut Squares 9
Sugared Peanuts 13
Salted Peanuts 13
Starlight Kisses 11
San Blas Goodies 13
Lozenges, plain 10
Lozenges, printed 13
Eclipse Chocolate 13
Eureka Chocolates 14
Quintette Chocolates 15
Champion Gum Drops 9
Moss Drops 10
Lemon Sours 10
Imperial 10
Ital. Cream Opera 12
Ital. Cream Bon Bons 12
Golden Waffles 13
Red Rose Gum Drops 16
Auto Bubbles 13

Fancy-In 5lb. Boxes
Old Fashioned Molasses 10 lb. bx 1 30
Orange Jellies 60
Lemon Sours 50
Old Fashioned Horshound drops 60
Peppermint Drops 60
Clampion Choc. Drops 60
H. M. Choc. Drops 1 10
H. M. Choc. Lt. and Dark No. 12 1 1/2
Bitter Sweets, as'd. 1 2 1/2
Brilliant Gums, Crys. 60
A. A. Licorice Drops. 60
Lozenges, printed 65
Lozenges, plain 65
Imperial 60
Mottoes 65
Cream Bar 60
G. M. Peanut Bar 60
Hand Made Crms 30 @ 90
Cream Wafers 65
String Rock 60
Wintergreen Berries 60
Old Time Assorted 2 75
Buster Brown Good 3 50
Up-to-date Assort'd 3 75
Ten Strike No. 1 6 50
Ten Strike No. 2 6 00
Ten Strike, Summer assortment 6 75
Scientific Ass't. 15 00

Pop Corn
Cracker Jack 3 35
Giggles, 5c pkg. on 3 50
Pop Corn Balls 200s 1 35
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 12 @ 13
Brazilis 12 @ 13
Filberts 13 @ 13
Cal. No. 1 15
Walnuts, soft shell 15 @ 16
Walnuts, Marbot 12
Table nuts, fancy 13 @ 13 1/2
Pecans, Med. 15
Pecans, ex. large 14
Pecans, Jumbos 16
Hickory Nuts per bu. Ohio, new
Cocoanuts, New York
Chestnuts, New York
State, per bu.

Shelled
Spanish Peanuts @ 9
Pecan Halves 30 @ 32
Walnut Halves 30 @ 32
Filbert Meats 27
Alicante Almonds @ 43
Jordan Almonds 47

Peanuts
Fancy H P Suns @ 7 1/2
Roasted 7 1/2
Choice, H. P. Jumbo @ 9

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER



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 milk pail 90
11 oz glass tumbler .. 85
6 oz glass tumbler .. 75
16 oz. pint mason jar 85

CIGARS

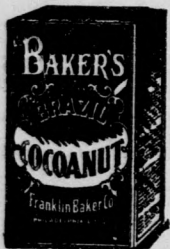
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand
Ben Hur 35
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritanos 35
Panatellas, Finas 35
Panatellas, Book 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 @ 6

Pork

Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 1 1/2

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 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

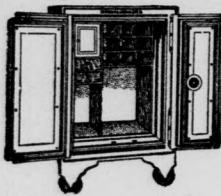
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size.. 6 50
50 cakes, large size.. 3 25
100 cakes, small size.. 3 35
50 cakes, small size.. 1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York
Chicago St. Louis
Minneapolis

Chicago Boats Every Night

Fare \$2
Holland Interurban and Graham and Morton
STEEL STEAMERS
Boat train leaves Grand Rapids at.. 8 p. m.

Sawyer's Crystal Blue.



For the Laundry.

DOUBLE STRENGTH.

Sold in Sifting Top Boxes.

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded. It goes twice as far as other Blues.

Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Use
Tradesman
Coupon
Books

Made by

Tradesman Company
Grand Rapids, Mich

Tradesman Company

Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—A first-class dry goods stock for sale at Boyne City, one of the best towns in the State. First-class stock. First-class location and good business. Wish to move on account of sickness. Byram & Co. 741

An excellent opportunity to buy well established wholesale and retail stationery and office supply business. Worth looking into. Write at once No. 742, care Tradesman. 742

Wanted—Stock of goods not to exceed \$2,500 valuation, in exchange for first-class Grand Rapids residence property. C. T. Daugherty, 10 Hollister St., Grand Rapids, Mich. 743

For Sale—Real estate and insurance agency business. An opportunity for a hustler with small capital. Conditions A1. Address R. E. I., care Tradesman. 735

Will Sell—Valuable undeveloped water power site with all flowage lands. A bargain for an investment. Only undeveloped power in Charlevoix county. Address W. A. Loveday, East Jordan, Mich. 732

For Trade—280 acres level black land, 200 in wheat, corn, oats, clover, 80 in pasture. All well drained and fenced, two complete sets of implements. Near town. Price \$80, mortgage \$6,000; equity for merchandise; or income property. C. H. Kruger, Francesville, Ind. 737

A Farm Bargain—160 acres three miles from good market town. Productive, high and frost proof land, over 100 acres cleared, some orchard, large frame barn with stone basement. Worth \$5,000. Can be had for only \$3,000. 1/3 cash, balance easy payments. Address W. A. Loveday, East Jordan, Mich. 734

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

Brick hotel, centrally located, all cars pass the door; 40 rooms; modern; completely furnished; wet county. W. C. High, Mt. Clemens, Mich. 705

Bring Something to Pass

Mr. Merchant! Turn over your "left overs" Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me. **JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.**

For Sale—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—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 necessity. Every home wants them. Akers-Resh Supply Co., Lamar, Mo. 712

Stock of general merchandise wanted. Ralph W. Johnson, Minneapolis, Minn. 624

Will pay cash for shoe stock. Address No. 286, care Michigan Tradesman. 286

Plumbing and electrical business for sale. Well-established plumbing and electrical business. Invoices, plumbing \$3,456, electric \$4,126. Address A. B. Bellis, 406 Court St., Muskogee, Okla. 614

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. 542

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

HELP WANTED.

Wanted—At once, shoe clerk, good salary. Must be a good worker and reliable. Send references. Prefer single man. P. C. Sherwood & Son, Ypsilanti, Mich. 725

Wanted—Experienced clothing salesman, must understand window trimming. Good salary and steady position to right party. Address M. Lowenberg, Battle Creek, Mich. 727

Safes Opened—W. L. Slocum, safe expert and locksmith, 147 Monroe street, Grand Rapids, Mich. 104

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

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

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

Want Ads. continued on next page.

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, Toledo, Ohio

907 Ohio Building
For Sale—Stock of clothing and men's furnishings, in one of the best manufacturing cities in Southern Michigan. Stock will invoice about \$10,000, in first-class condition. Reason, poor health and wish to retire. Address R. B. T., care Michigan Tradesman. 730

Wanted—Stock of goods in exchange for good farm. Wm. N. Sweet, Lake Ann, Mich. 729

For Sale—Drug store, at a reasonable price; good location, good business. Well established, no old stock. This is a specially good opportunity for a practical druggist. Will lease room to purchaser at \$35 per month. Address A. Heitzman, 1132 Broadway, Toledo, Ohio. 728

To Rent—Shoe store, brick, modern, 17 1/2 x 60 ft., with basement, shelving, counter, desk, light fixtures, shades, screens, awning frame. Good location. Good opening. Reasonable rent. Population 3,000. Julius R. Liebermann, St. Clair, Mich. 726

Yellow pine stumpage for sale, reasonable terms, ten million feet within three miles of the Norfolk and Western railway. Good logging section, \$30,000. Can sell half if desired. Address Lock Box 37, Blackstone, Va. 724

For Sale—Drug stock invoicing from \$3,500 to \$3,700 in city 5,000 population, Southwestern Michigan. Stock comparatively new, only about six years old. Ill health, cause for selling. Address S. B., care Michigan Tradesman. 740

For Sale—Meat market equipment and stock, slaughter house and equipments and five acres of land. Good reasons for selling. Address No. 739, care Tradesman. 739

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.**

For Sale—One of best grocery stores in fruit belt of Western Michigan. Cheap for cash. Address No. 738, care Tradesman. 738

For Sale—Rental properties showing good income, in live growing town with best of farming lands surrounding it. Address W. A. Loveday, East Jordan, Mich. 733

For Sale—Stock hardware, stock furniture, four stocks groceries, best hotel in Ohio, best billiard and pool room in Ohio; good manufacturing business. Wanted stocks merchandise. G. W. Cupp, Real Estate Man, Mansfield, Ohio. 736

Machinery—Steam boiler 16 ft. x 72 in.; Harris Corliss engine 14 x 36, complete with pump, injector, lubricators and piping, first-class condition. Can be seen operating and closest inspection solicited. 20 in. twin horizontal Samson Lefell water turbine; Woodward water wheel governor, also 1 23 in. Victor vertical water wheel. Heavy drive pulley and shafting. Will sell any or all of above or would consider part trade for real estate or merchandise. Address W. A. Loveday, East Jordan, Mich. 731

FOUNDATION OF BUSINESS.

It has been well said that confidence is the foundation of all business. From a financial point of view this is the first thing which the business man attempts to establish. He strives in the smallest details to cover up any deficiency in financial resources; to inspire the confidence of his smallest patron as well as of his banker. Without this he is well aware that his reputation must stagger; his business shake as a reed in a storm.

But there are other confidences not to be overlooked. The mere question of dollars and cents, important although it may be, is but one of a number of conditions which require the exercise of this same confidence.

He must fill his patrons with the belief that he is acting honestly and sincerely; that he knows what he is doing; that he is able to buy goods of the best quality and at such prices that he can afford to sell them at proportionately low rates. The people must feel a confidence in his taste and in his skill in selecting materials which will be appropriate as well as serviceable. They must feel that no other buyer is more fully prepared to select the stock from which they, in turn, make their individual selections.

Most of all must the proprietor himself be able to echo all these claims honestly from his own heart. When he knows that he is right he can evince the enthusiasm which is necessary to good salesmanship. The half-hearted manner of the one who is uncertain as to any feature is detected as surely as is the fear of the inefficient driver by the intelligent horse. The rein of sympathy between proprietor and patron is as sure a bearer of this current as the method of transit is indiscernible. Cultivate confidence in yourself as surely as in your patron. The two are inseparable. The one is a natural sequence of the other.

THE OPTIMISTIC VIEW.

Happy is he who can look always upon the bright side of things. More, he is doubly fortunate: his outlook is not only more attractive but more remunerative. When we falter and doubt then we lose ground. The man who pushes ahead confidently and cheerfully is the one who wins the race.

Thomas Hood wrote, "I resolved that, like the sun, so long as my day lasted, I would look on the bright side of everything." And who doubts but that his day was prolonged because of this decision. R. L. Stevenson, whose life was always bright and cheerful despite the greatest physical weakness, said, "A happy man or woman is a better thing to find than a five-pound note. He or she is radiating a focus of good will; and his or her entrance into a room is as though another candle had been lighted."

When things go wrong the optimist thinks how much worse they might have been and how he can most easily get them back into the track. These thoughts in themselves are lubricants to make the machinery move

more easily. "Did you ever know any one with whom you would exchange places?" asked a friend of one who was despondent. And did you, really, my reader, or would you not rather be your own identical self?

At least we can not be any one but ourselves; and the best thing—the only true way of living—is to make of ourselves the most possible. We are of good material. Of course we are! If there is anything wrong it is in our development and our training. We can better our trade and ourselves and the world. The main thing is to wake up; to realize what devolves upon us; to build up new advantages rather than to bewail those which might have been.

TAKE YOURSELF IN HAND.

A young woman who was growing stoop-shouldered went to a distant city to finish her education. On her return the improvement which was first apparent to her father was the erect form and graceful carriage. He at once enquired how it was accomplished, supposing that she had taken thorough training in physical culture. "I just took myself in hand," was the laughing response. The defect becoming so distasteful to its owner that she made up her mind that she would rebel; and under her own generalship a complete victory was won.

Demosthenes was so enthused by the eloquence of Calisthratus that he determined to become an orator, despite numerous seemingly unsurmountable obstacles. He practiced by the waves of the seashore for months: cured himself of stammering by speaking with pebbles in his mouth; of a disagreeable shrug by practicing with naked shoulders under the sharp points of suspended bayonets; and by laborious work developed a voice which was weak, indistinct and squeaky into one which left its impress through all the centuries. He did it by personal determination and persistence.

Goethe declares that industry is nine-tenths of genius and that "It never occurs to fools that merit and good fortune are closely united." Hawthorne gives us this encouragement: "I find nothing so singular in life as this, that everything opposing appears to lose its substance the moment one actually grapples with it."

If there is a defect in your physical condition set about to remedy it. Take yourself in hand. If there is a weakness in your business conditions take yourself in hand with the determination that Demosthenes showed and see if you do not succeed.

Recent reports of carrying passengers in airships show how they went safely and at a pretty good rate of speed. Of course carrying a dozen or a score of passengers from thirty to thirty-five miles an hour looks less of an accomplishment now than formerly. Compare with that the beginning of railroading and it will seem by contrast a great achievement. A train that only goes thirty or thirty-five miles an hour is thought to be altogether too slow, and yet when

early railroad trains went twenty-five miles an hour in England the engineers were discharged for running so fast. The New York World calls attention to the fact that the Zeppelin airship on its first trip carried twenty passengers 300 miles without mishap at a good rate of speed, whereas when steam railway travel was opened in England on the road between Liverpool and Manchester in 1829, there was an accident in which several were killed. One day last week the Zeppelin craft had a mishap which will probably frighten possible passengers. Traveling in the air has come along a great deal more rapidly than traveling by steam did in the early days.

The Wells-Fargo Express Co. has for years paid an annual dividend of 10 per cent. on \$8,000,000 capital stock. At the annual meeting of stockholders last February a resolution was adopted to increase the capital to \$24,000,000. The 160,000 new shares were subscribed at par by shareholders on a basis of two new shares for every old share held and almost all of the new issue was taken this way. Wells-Fargo stock has been quoted since February at 160 to 175, but few shares have changed hands. The shareholders who voted themselves the new stock have none to sell and outsiders have been unable to determine the investment value of stock at the increased capital. It is now announced that the semi-annual dividend of 5 per cent. will be paid July 15. The only effect of the increased capital is to check the growth of the surplus. The original shareholders who bought stock at par on an \$8,000,000 capital, now get 10 per cent. on three times their investment. A parcels post might give the people a piece of this melon, but the express companies can afford to keep a strong lobby at Washington to oppose it.

In certain sections of Maine where the State is building improved highways, the residents are grafting the wild apple trees along the roadside with summer apples, early fruit that will be ripe and ready for the eating. Metal signs are to be placed informing the public that the fruit is for public use and requesting care and consideration for others in picking the fruit. It would be a good thing to see the same public spirit in evidence in this State. Well shaded roads are very pleasant for the traveler, and if the trees could furnish him a good apple to eat, the favor would be greatly appreciated. Since the advent of the automobile the number of tourists on the highways has vastly increased and it is a credit to the country people to provide the little comforts that make their tours enjoyable.

The Western States have always shown in every census heretofore taken the greatest increase in population. The census of 1910, now being compiled, transfers this honor to the Southern States. Including Missouri and Oklahoma, they have made a gain of 21 per cent. since 1900 and their total population is 32,415,297.

The gain of other states of the Union during the same period is estimated to have been 18½ per cent. The five states of the South which have made the greatest gain in population, according to the estimate, are Oklahoma, Texas, Missouri, Georgia and Alabama. Oklahoma is said to have gained 1,250,000. The figures are based upon provisional estimates of the Census Bureau.

The shoe store of J. Thomas, at Geneva, N. Y., was entered by burglars early Sunday morning. They had opened the safe and taken over \$100 and had prepared a great pile of shoes and other loot, when their operations aroused Mrs. Thomas, who sleeps above the store. The burglars were scared away. A peculiar fact in connection with the robbery is that the safe was not locked. Mr. Thomas lost the combination twenty-five years ago. He remembers part of it, but never dared to use it for fear of locking the safe and being unable to open it again. The burglars had everything required to blow a hole in it, but the open door prevented the destruction of the safe and saved them time and trouble.

A Pittsburg widow whose head of beautiful blonde hair has been her pride and the admiration of her friends, has sold it for \$50 to a leading hair dresser of that city. After she had accepted his offer the buyer asked why she made the sacrifice. She replied: "I must sell it or I and my three children will starve to death. The rent is not paid and there is not a crumb of bread in the house. I can not bring myself to ask for charity. I expect to get a position soon, but until then I am dependent on my own efforts." "Well, I will give you \$50 for this hair," said the man and the bargain was closed.

The peach crop in the Genesee Valley this year promises to be a record breaker. Trees in all the orchards are heavily laden, and many growers have been obliged to thin them out to save the trees from braking under the heavy load of fruit. The trees were not expected to bear very heavily this year, as there was an unusually large yield last year. The unexpected yield is attributed in a measure to the frequent rains during the spring, which kept the insect enemies of the peach tree in check and afforded abundant moisture for the growing fruit. Apples and other tree fruits also give promise of being plentiful.

He who sees only with the eyes misses many beautiful visions and escapes many sorrowful sights.

BUSINESS CHANCES.

For Sale—Wholesale produce business of ten years standing, doing a business of from \$50,000 to \$60,000 per year. Good location. Rent \$25 per month. Stock inventories about \$3,500. This is a snap for the right man. Mills & Warren, 104 Monroe St., Grand Rapids, Mich.

744

**ATTENTION
RUBBER SHOE SALESMEN**

Wanted—Experienced rubber shoe salesmen for Indiana, Illinois, Iowa, Michigan, Wisconsin. Only men who can furnish best of references need apply. High-class line of goods. Answer at once. A. R. C., care The Michigan Tradesman, Grand Rapids, Mich.

Do Your Customers Dispute Their Bills?

If your customer feels his account is not correct you are in a fair way to lose his business. If he pays under protest, the chances are greater that he will take his trade elsewhere.

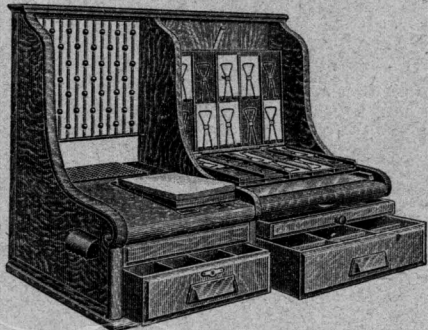
The McCASKEY SYSTEM prevents disputes over accounts—every customer has the same record of his account as the merchant, and in the same handwriting. He cannot say the account is incorrect.

The McCASKEY SYSTEM does more—It handles every detail of business from the time the goods are purchased until the money for them is in the bank.

THE McCASKEY REGISTER COMPANY

The Complete System

ALLIANCE, OHIO



FIRST AND STILL THE BEST

Grand Rapids Office
256 Sheldon St., Citz. Phone 9645

Detroit Office
1014 Chamber of Commerce Bldg.

Agencies in all principal cities

Manufacturers of the famous Multiplex
Duplicating and Triplicating Sales Pads, also
single carbon pads in all varieties.

“SELLING”



That's what the grocer is pleased to learn about any item in his stock. All dealers who handle

White House Coffee

Find that IT sells very

FAST

Distributed at Wholesale by

Judson Grocer Co.

Grand Rapids, Mich.

As a Last Resort



a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When these are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own packages only, which bears his signature.

W. K. Kellogg

KELLOGG TOASTED CORN FLAKE CO.

Battle Creek, Mich.



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

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

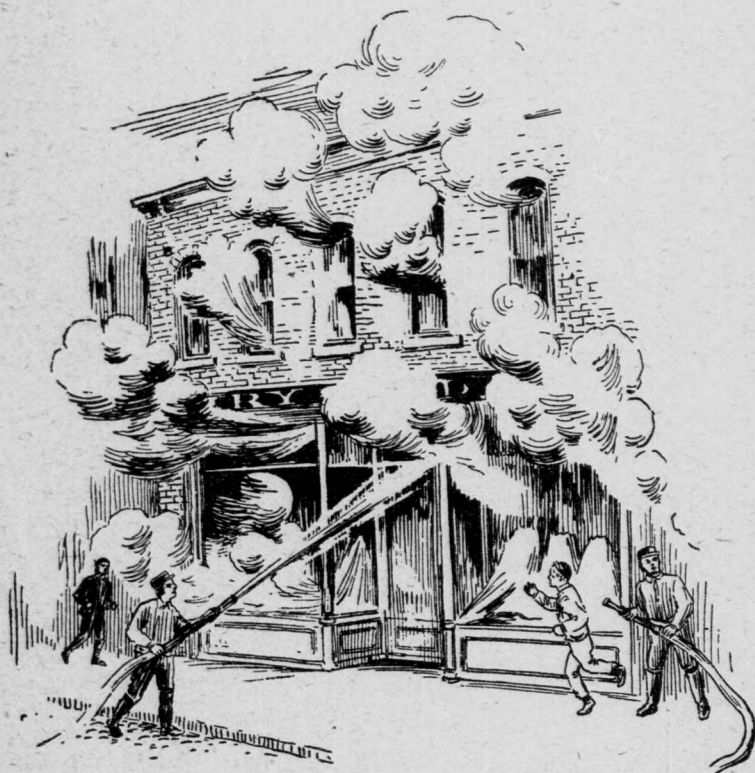
at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

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

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

CORN PRODUCTS REFINING COMPANY
NEW YORK



Account Books Burned

Stock Fully Insured But There Will Be a Big Loss on Accounts

You have noticed these daily paper headlines frequently, haven't you? Of course you have, but you always said:

"It Will Never Happen to Me"

Well, we hope it won't, but it's liable to just the same. If you haven't a safe, or if it's old and furnishes no protection, don't delay a minute.

Order a Safe Today

Or at least get the business under way by writing us for prices. We can give you what you need, save you money and do you good.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.