

Spinning the Great Wheel

For still the Lord is lord of might,
In deeds, in deeds he takes delight,
The plow, the spear, the laken barks,
The field, the founded city, marts;
He makes the smiler of the streets,
The singer upon garden seats;
He sees the climber in the rocks;
To Him, the shepherd folds his flocks.
For those He loves that underprop
With daily virtues heaven's top,
And bear the falling sky with ease,
Unfrowning caryatides.
Those He approves that ply the trade
That rock the child, that wed the maid,
That with weak virtues, weaker hands,
Sew gladness on the peopled lands,
And still with laughter, song and shout,
Spin the great wheel of the earth about.

Robert Louis Stevenson.



Duty

There is a time when the pulse lies low in the bosom, and beats low in the veins; when the spirit sleeps the sleep which apparently knows no waking; sleeps in its home of clay, and the windows are shut; the doors hung with the invisible crape of melancholy; when we wish the golden sunshine pitchy darkness, and wish to fancy clouds where no clouds be.

What shall raise the spirit? What shall make the heart beat music again and the pulses throb through all the myriad-thronged halls in the house of life?

What shall make the sun kiss the eastern hills again for us with all his old awakening glances, and the night overflow with moonlight, love and flowers?

There is only one stimulant that never intoxicates—Duty. Duty puts a clear sky over every man, in which the skylark of happiness always goes singing.

George D. Prentice.

Get a Transfer

If you are on the gloomy line,
Get a transfer.
If you're inclined to fret and pine,
Get a transfer.
Get off the track of doubt and gloom,
Get on the sunshine train, there's room—
Get a transfer.
If you are on the worry train,
Get a transfer.
You must not stay there and complain—
Get a transfer.
The cheerful cars are passing through,
And there's lots of room for you—
Get a transfer.
If you are on the grouchy track,
Get a transfer.
Just take a happy special back—
Get a transfer.
Jump on the train and pull the rope
That lands you at the station Hope—
Get a transfer.



Who Are Slaves

They are slaves who fear to speak
For the fallen and the weak;
They are slaves who will not choose
Hatred, scoffing and abuse,
Rather than in silence shrink
From the truth they needs must think.
They are slaves who dare not be
In the right with two or three.

James Russell Lowell.



Such tools as honesty, order, patience, self denial, accuracy, promptness, punctuality, must always be at hand, oiled and sharpened. Be ready for emergencies and never doubt. Make your work your hobby. If you cannot realize your ideal, idealize your real. Be cheerful, look for stars, not sun spots. If you fall don't forget that "your greatest glory consists in rising every time you fall."

Horace Falls.

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Is the Same

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MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 20, 1910

Number 1400

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THE RURAL HIGHWAYS.

Eventually along with highway improvement, meaning thereby better roads, will come highway improvement in a larger sense which even in the country will have a care for the sides of the road. There is a great variety in the width of roadways and as a rule that part not actually occupied by vehicles runs to waste and weeds. In this State the law requires that those owning the abutting property shall mow at least once a season, but that is not enough if very much importance is to be attached to appearance. Now and then a thrifty farmer of utilitarian tendencies cultivates the side of the road, planting potatoes or something else there, securing a yield according to the soil and care. Sometimes cattle are allowed to graze along the highway and except for a nuisance they keep the grass down, which is something of an advantage. Now and then there are stretches of road where some thoughtful person has set out shade trees and thus materially enhanced the value of the abutting property and won the everlasting thanks of those who drive that way. There is no reason why there should not be rural improvement societies just as much as village improvement societies, and when certain highways have been thus made handsome they are thereby made the more popular and real estate is actually worth more on that account.

In view of the general tendency toward improvement of this sort the recommendation recently made by Gov. Crowell, of Iowa, is somewhat remarkable. He has been figuring it up and says that in his State there are 266,000 acres of tillable land within the highway lines not used for traffic and which he characterizes as going to waste. He calculates that 8,500,000 bushels of corn might be grown annually on this long and narrow area, which would add materially to Iowa's annual grain product. Granting all he says, it would not be

a desirable thing to do and practically there is every reason for believing that it would not work out successfully. The growing corn would be very attractive to cattle which might find their way to the road and they would destroy it unless a double line of fence could be built, and that would be both expensive and bothersome. Of course if corn were continually grown there the land would run out, but rotation of crops would not be any more difficult on one side of the fence than the other. The roads belong to the public for its use and occupancy and something is due the public as well as to the property owners along any thoroughfare. From a public spirited point of view it would certainly have been a great deal more to Gov. Crowell's credit to have recommended that people plant fruit or ornamental shade trees along the highways for their betterment. Peripatetic boys would probably enjoy the fruit, but a little might be left to recompense the caretaker. It would certainly be worth while if more could be done for the sides of the rural thoroughfares, but it should be done in the way of adornment rather than in the way of cultivating crops.

WHAT EXCHANGE?

Life is a continual trade, be the medium material, intellectual or spiritual commodities. The farmer sows his seed, adds labor and care and receives in exchange the full harvest. If he cheats in preparation of the soil or culture, his results are correspondingly curtailed. In nature there is a continual process of giving and taking. The elements may assist or hinder in the work; the exchange goes on just the same. We may work for a salary, or for the satisfaction of doing good. An exchange is made. We may do a good deal and, seemingly, receive nothing in return; yet sometime, somewhere, another will perform a similar service for us. And thus the balance is retained.

The life of the tradesman is typical of all life. The boy who starts out wanting to trade his jack-knife displays the embryonic form of a nature which is irresistible. The savage who barter food for gewgaws is but obeying in his crude way the fundamental rules of life. The horse jockey meets like with like—always striving, of course, to have the likeness not quite so real as it seems. The tradesman falls in line with the rest, making the exchange for goods or cash.

It is the same rule of exchange through life. Some of us simply aim to get an equivalent in another form; with others there is a continual aim to get something for nothing; to get

out more than we put in. This is as impossible, on the whole, as it is unjust. We may cheat Nature with one crop, but she ultimately makes us pay for the cross-cut. And we must as surely make our exchanges on an honest basis if we would expect to prosper. Honest count and a fair deal are as inevitable in the commercial world as is the fact that we must bear the cross before we can exchange it for the crown!

THE WEEKLY HALF HOLIDAY.

The plan is growing in favor of closing the store half a day each week to give the employe a vacation. This is a praiseworthy action which will prove of profit to all concerned. By having the matter thoroughly understood the public can easily adapt itself to the change. It is almost a necessity to the clerks, who must otherwise be more or less affected by the excessive heat. A half day of rest puts new life into the remainder of the week, stirs up enthusiasm and creates a general good feeling which is really worth more than money.

In some cities Friday afternoon is the half holiday chosen. This gives a chance to recuperate before the Saturday rush. It makes a skip before Sunday, thereby prolonging the vacation over a bit of the week.

There is one serious disadvantage, however. The banks, as a rule, close Saturday noon. If for any reason people out of town have business with you it may be decidedly more convenient for them to come on the afternoon when they can get into the bank. The idea of concerted action should never be lost sight of. For a portion of the merchants to close on a certain day and the remainder on some other day never proves satisfactory. Neither would it do for some to take the half holiday and others to remain open six full days in the week. There must be a mutual agreement or there will be a clash disagreeable to patrons and damaging to the tradesman.

Get together and decide for yourselves which day in the week it is most convenient to set aside for this purpose, and then announce the matter thoroughly in the daily paper. Put a card in your window, "This store is closed on Friday afternoons until September." Your local paper will print enough to supply every business place for a small sum. The people will respect your humane act toward employes, even although they must plan a little closer to meet the new rule.

RIVALRY WITH SELF.

We should have one rival with whom there is continual strife; one which we are ever ready to super-

sede. Says Babcock, "Our business in life is not to get ahead of other people but to get ahead of ourselves." When we strive against another it puts envy into our hearts. There comes the temptation to win by foul means if necessary. It fosters the spirit of exultation over the misfortunes or mistakes of another, but when the mastery is over self these features are cast aside. Envy is crushed out by pure joy that we have improved upon what was already good. There is no inducement to adopt any but legitimate methods when dealing with your own heart and methods. The results are all disclosed in the little inner chamber of conscience. There is no gloating over the misfortunes of self; only rejoicing that you are surely gaining ground.

There is, also, more certainty regarding comparative standing and methods. We may not be sure that we are ahead of our rival across the way. There is no doubt and indecision, but in our own business we know whether we are going up or down; we are cheered on by the kindly spirit of self-reliance; spurred to greater work by the touch of enthusiasm. It is this which brings out the best that is in us; calls forth real work and not the work which is simply done to keep ahead of some one else.

We are never troubled with the annoyance of fighting against some trick. We are true to ourselves every time. We know just where we stand and how we got there. The path of ascent can be clearly followed. "Success," says Roosevelt, "comes only to those who lead in the life of endeavor." If we would build up our own trade we must not waste time and strength in pulling that of others down.

Railroad authorities differ in regard to the effect of the automobile on transportation interests. Some claim that it is an injury to their passenger and freight traffic. Others say that instead of an injury the automobile truck, especially, is a benefit to the railroads without reference to the traffic obtained by the output of the industry engaged in the manufacture of the automobile. Just now it is argued it actually brings business to the railroads. It is cited that auto trucks haul four times the load of team trucks and in one-third the time at no greater expense after the first cost. One railroad man referred to the fact that twelve years ago Tampa, Fla., had only four blocks of paved streets and one wheezy automobile. Now it has ninety miles of paved streets, over 200 miles of good roads in the county and at least 600 machines.

INDIANA ITEMS.

Business News From the Hoosier State.

Warsaw—At the request of the Business Men's Association of this place, the City Council has taken action to have the ordinance relating to the operation of itinerant peddlers in the city rigidly enforced for the protection of the local merchants, particularly the grocers. The attention of the councilmen has been called to the fact that a similar ordinance in Minnesota was recently declared invalid by the Supreme Court.

Whiting—Peter J. Moser, of Hammond, has opened a store under the style of the Moser Hardware Co., handling general hardware.

Muncie—The American Laundry has begun business here under the management of Chester Lockwood.

Evansville—The Evansville Commission Co. has purchased the business of the Jack Mann Produce Co. at 218 Water street.

Kendallville — Harry V. Frazure has sold his interest in the tea and coffee store to Wm. Hall, of Geneva, who will remove to this place and take the management of the business.

Indianapolis — The Van Camp Hardware and Iron Co. has increased its capital stock from \$300,000 to \$400,000 on account of increasing business and has admitted as stockholders George S. Winders, manager of sales for the company; J. A. Schlueter, and A. R. Dewey, who have been for many years connected with a large hardware and iron house in Louisville. The Van Camp Hardware and Iron Co. has grown from a small concern, as organized in 1876, to one of the largest and most influential business houses of this city. The company's eight-story building at Missouri and Maryland streets has the distinction of being the largest structure used exclusively for the hardware and iron business in the world. When the company was first organized it occupied a room in South Meridian street with about 12,000 square feet of floor space. In 1885 the company needed more room and moved to a building in South Illinois street, followed by the predictions of other jobbers that it was a fatal step to leave "the street," as South Meridian street was known. The business continued to grow, however, and in 1906 the present building, with more than nine acres of floor space, was completed and occupied. This building, under one roof, replaced the store and eleven warehouses which the company had been compelled to maintain.

South Milford—The grain elevator formerly conducted by Charles Deal has been purchased by J. Keller & Co., who will operate it to its full capacity.

Ft. Wayne—Charles J. Stier, for ten years past connected with the Ft. Wayne Oil and Supply Co. in the office, and during the past year on the road as a salesman, has resigned his place with that concern and entered the employ of the Indiana Supply Co., of Indianapolis, in the sales department. Indianapolis

will be his headquarters and he will shortly take up his residence in that city.

Newcastle—With all the enthusiasm he is known to possess, and backed by three hundred business and professional men, Charle S. Hernly is now working to make "Booster Day" the biggest the city has ever experienced. Tuesday, August 2, has been definitely settled on as the day for showing off the city to "big guns" from all parts of the country, and it is expected that Newcastle will entertain on that day many manufacturers, railway and interurban officials, politicians, capitalists and others from many sections of the country. Governor Marshall and former Vice-President Fairbanks will be invited. The object of "Boosters' Day" is to show to moneyed men the advantages this place possesses for investing money and to prove the need of railroad and other improvements. Local men have about exhausted their resources in erecting business blocks and houses and help is needed from outside. It is necessary to have more houses, as hundreds of factory men are unable to bring their families here from other cities. A feature of "Boosters' Day" will be a chicken fry at the country house of the Nip and Tuck Club, north of the city. Mr. Hernly is promising the guests that five hundred fried chickens will be on "tap" for their benefit, and that they can wade in the oats fields, drink of the pure spring water and roll in the beds of mint.

Garrett — The Garrett bakery, which has been operated by Mr. and Mrs. George Hetenhouser, has been sold to Aaron Baker, of Cedar, and the latter has taken charge. The former proprietor left this city a few days ago and has not been heard of. Since his departure his wife has been looking after the business.

Portland—Charles W. Martin will move his shoe and men's furnishing goods stock from Albany to this place.

Swayzee — Joshua Barnhart will open a bazaar store here about August 1.

Geneva—J. L. W. Bears has sold his interest in the general stock of Stout & Bears to his partner, who will continue the business under the style of E. E. Stout.

Kendallville — "Cheap Jake" Reyher, as he has always been known, who has been identified with the commercial life of this place since the '60's, will retire from the active management of the firm of J. Reyher & Co. and the store will be turned over to Forrest Beyer, son-in-law of Mr. Reyher. The proprietor has been in constant supervision of his place of business for forty years and he believes the time has come when he deserves a rest, so he sent for his daughter and her husband to come home and relieve him. Mr. and Mrs. Beyer were at Alameda, Cal., where he held a fine position with a prosperous borax company.

Ft. Wayne—It is announced that the firm name of James M. Kane & Son, wholesale and retail toys and notions, will be continued by the son,

D. W. Kane. The father and head of the firm died several days ago.

Michigan City—Charles W. Hubbard, of Hammond, has purchased the J. T. Camp grocery stock and meat market.

Muncie—D. F. Lane, chief owner of the Banner furniture store here, has purchased the M. Heath general stock in Yorktown and will add a furniture department to the present stock.

Geneva—The Hoosier Mercantile Co., of Richmond, has purchased the George Hartman general stock here and will continue the business at the same location.

Ft. Wayne—A movement to close Ft. Wayne retail stores Friday afternoons during July and August has failed as a result of the inability to secure all the merchants to agree to the half holiday.

Bluffton—The H. H. Hiester & Son furniture business has been merged into a stock company to be known as the Bluffton Home Furnishing Co. The corporation has a capital stock of \$100,000, the stockholders being H. H. Hiester, Everett Hiester and Carl McBride.

Marion—T. H. Kunkle, the clothier, who conducted a store in Bluffton until the middle of last March, has made a voluntary assignment in bankruptcy with liabilities of \$23,000 and assets of \$10,500. F. J. Tange-man, Secretary of the Union Savings and Trust Company, of Bluffton, has taken possession of the Marion store as trustee. Mr. Kunkle attributes his failure to losses sustained during the years he was in business in Bluffton.

Jeffersonville — William Weber, grocer, has filed a petition in bankruptcy.

Lafayette—J. M. McWilliams has opened a meat market.

Indianapolis — Joseph Hoy has merged his grocery business into a stock company under the style of the Hoy-Ford Co. The capital stock is \$5,000.

Evansville—W. C. Sanderson has merged his grocery and meat business into a stock company under the style of the Naas-Sanderson Co. The capital stock is 20,000.

Indianapolis—It was with a new faith in their own city that four interurban carloads of boosters from the Indianapolis Trade Association returned to this city last Friday night after a day spent with the merchants

in twelve other cities and towns. To be sure they believed in Indianapolis before, but they heard so many expressions of good will and commendations of the capital city in the towns visited that they could not but have a higher regard for it. It was a day of remarkable demonstrations of friendship for Indianapolis and its jobbers and manufacturers. If there were those who had held the belief that the hands of sister cities were set against the capital, this impression was dissipated before the cars had made many stops. And the friendly attitude exhibited at all the towns visited along the lines of the Indianapolis & Cincinnati Traction Co. was summed up in the statement of President Hugh Wickens, of the Greensburg Commercial Club: "The people of Greensburg have a very kindly feeling for Indianapolis," he said at a public reception in the Court House yard. "We are proud of the capital city, and although we are the center of a territory with Indianapolis and several other cities about an equal distance from us, we lean toward Indianapolis because we are bound to her by ties of kinship." From the first stop at New Palestine to the last one at Shelbyville there were similar expressions, and it was evident that the business men of the several towns had merely been waiting for the Indianapolis business men to give them the least encouragement to announce their steadfast allegiance to the Indianapolis manufacturing jobbing market. There were many features of the day's trip, but the climax came when the boosters lined up at Shelbyville about 5:30 p. m. for the final parade. The Newsboys' Band, which had accompanied the excursionists, struck up a lively tune, tired feet catching the spirit and as the column swung into the square in the center of the town there was discovered the Overland Band from Indianapolis drawn up at the side. It was a surprise planned by Will H. Brown, Vice-President of the Overland Automobile Co., who had been with the boosters all day with six of his automobiles always at the service of the Trade Association men. The extra band fell in at the rear of the procession and with two bands pouring forth inspiring marches the crowds of Shelbyville citizens on the sidewalks joined with their Indianapolis visitors in prolonged cheers. A

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heavy downpour of rain, which began about 6:30 o'clock, spoiled the fine programme that had been provided for a concert by the two bands on the square, with an informal reception at the Ray House for the Shelbyville merchants. There was no opportunity for music and the visitors were kept well within doors until their special cars left for home at 8 o'clock. Scheduled stops at Fairland and Acton were omitted, as the rain continued to fall, and the four speedy cars of the Indianapolis & Cincinnati Traction Company made a record run to Indianapolis, covering the distance in one hour exactly. The reception extended to the visitors at Greensburg was one of the features of the day. The party arrived there over the Big Four at 2:40 o'clock and behind the band marched through the main streets and then disbanded to visit the local merchants, all of whom extended the hand of gladness with evident sincerity. At 4 o'clock the business men of both cities gathered in the Court House yard, where a special platform had been erected, with many benches for the audience. It appeared that all Greensburg had turned out. The grounds were thronged with men, women and children, each with a cordial "howdy" for the visitors. When Mayor James E. Mendenhall arose to call the assemblage together it looked like a political rally at which a presidential candidate was to be the central attraction. Mr. Mendenhall welcomed the Indianapolis business men and asked Hugh Wickens, President of the Commercial Club, to extend a welcome on behalf of the business men. Mr. Wickens spoke with earnestness of the pride of Greensburg citizens in the State capital, and declared that the tie of kinship is sufficiently strong to influence trade to go to the Indianapolis wholesale market which might for geographical reasons be sent to other cities. Charles A. Bookwalter responded for the Indianapolis Trade Association, expressing appreciation for what he declared to be a "remarkable demonstration" in honor of the visiting business men. He declared that the day had been spent in "God's country," specifying Rush, Fayette, Decatur, Shelby and Marion counties. "Indianapolis has been accused of being satisfied with herself," said Mr. Bookwalter. "Well, why shouldn't she be proud? Indianapolis is made up of the native sons of the State of which she is the capital. Practically all of our best citizens have come to us from the other counties of the State. Why, I came from another county myself. When we call the roll in Indianapolis by the holding of county reunions in the parks, there are not enough men left on Washington street for a quorum." Mr. Bookwalter also impressed the Greensburg merchants with the fact that the Trade Association has no designs on the retail trade of the community. He repeated that the Association seeks only to advance the interests of the Indianapolis wholesale and manufacturing market. At Milroy also the population turned out to honor the visitors, firing anvils at intervals

while the party was in the town. Mr. Bookwalter made a brief talk there also. A committee, composed of J. H. Spillman, J. E. Patton, F. C. Green and P. T. Innis, Milroy citizens, met the boosters at Rushville and acted as a personal escort to their own town. At Connersville an informal reception was held in the Commercial Club's beautiful rooms, short speeches being made by L. A. Frazee, for the local merchants, and Mr. Bookwalter and John N. Carey, for the visitors. It was there that the visiting business men enjoyed a joke at their own expense. It had been discovered that Connersville was "dry"—"very dry," some of the Indianapolis men said. The word was passed about quietly that the thirsty might go to the third floor of the building, rap twice on a door and get something. Many rapped twice. Many were admitted, one or two at a time, to a small room, where a large tub of bottles packed in ice looked most tantalizing. The utmost secrecy was required. Men were pledged not to tell. With these preliminaries corks were drawn, bottles tipped and the liquor flowed down dry throats unrestrained, until the drinkers would suddenly lower the bottle, spew forth that part which had not been swallowed and look hurt. Some said it was colored water with quinine therein. Others thought it was not-very-near beer. At any rate, they all went forth to tell others of the two-rap signal, and as the tip spread abroad it was said that many thirsty Connersville men also sought the supposed blind tiger. A number of factories in Connersville were visited, many going through the extensive plant of the Krell Auto Grand Piano Company, from which \$103,000 worth of high grade instruments were shipped all over the country last month, with indications of even greater shipments this month. At Rushville dinner was served in the K. of P. hall and the band played in a stand erected on the Court House square, while the merchants were visited in their stores. The Rushville Social Club threw open its doors to the boosters with great bowls of lemonade as refreshments. Only short stops were made at New Palestine and Fountaintown, but the merchants at both places were at the station to welcome the visitors. At Morrisown the visitors paraded through the business district and the band played on the main street for a time. The streets had been especially oiled, and the lawns trimmed and decorated in honor of the visitors. Incidentally, an opportunity was accepted by Ora McDaniel, editor of the Morristown Sun, to boost the annual horse show to be held there Oct. 6. When the party returned to the cars it was found that Handy Bros.' Condensed Milk Company had placed on board iced cans containing fifty gallons of buttermilk, which was unanimously voted to be the best buttermilk ever produced by cow. The supply lasted throughout the day. Brief stops were made at Arlington and Glenwood on the out trip and at St. Paul and Waldron on the return. At St. Paul the entire

business district had been transferred temporarily to the Traction Station, handbills having been distributed generally requesting merchants to transform themselves into a large reception committee. From a convenient automobile George E. Schwartz extended a welcome and Mr. Carel responded for the boosters. A feature of the day was the increased following of automobiles. The Overland Company supplied six passenger cars and a truck loaded with gasoline, oil and tires, and the G & J Tire Company sent along a light Overland delivery car. Fred I. Willis and Harry B. Mahan, in Mr. Willis' Hupmobile, were in the party. The latter car distinguished itself by making every small town where the interurban stopped and by arriving at every town on schedule time. The speedy little car attracted unusual attention in every town. Charles A. Bookwalter and his small son John rode in the Overland pathfinder the entire day, and they did not even desert their posts when it was evident that the trip from Shelbyville to Indianapolis had to be made in the rain.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

The twelfth annual picnic of the joint associations of grocers and butchers of Kalamazoo will be held August 16 at Gull Lake.

Manistee merchants are considering a trade extension trip to towns along the Maistee & Northeastern Railroad.

The plan of boosting Cadillac as a summer resort town is being urged by Cadillac newspapers. Lakes Cadillac and Mitchell are certainly wonderful assets that will be appreciated more and more as time goes on.

"Circulars, advertising in distant newspapers, photograph souvenirs all are good to spread the fair name of the city," says the editor of the Port Huron Times-Herald, "but after all the thing that makes a town grow is the enthusiasm of its people."

Saginaw is rejoicing over the acquisition of a new industry—the manufacture of electric vehicles. The city is making steady gain along industrial lines.

Lansing has grown to be an important center for the manufacture of gasoline engines, the monthly output of all types and sizes being estimated at 1,000.

The recent industrial exposition held in Detroit has been voted by the Chamber of Commerce as having been eminently successful and the best publicity Detroit ever had. The paid admissions were 154,546.

Do conventions always pay? Not always, if we are to believe the comments Detroit papers are making on the recent Elks gathering in that city. Speaking of its social aspects the Journal says editorially: "We expected our guests to have a good time, but we scarcely expected to see so many intoxicated men and—it's not a nice incident to record—so many tipsy women. Moreover, tumbling girls, whether they are willing, into motor cars in the public streets is not good form." Speaking of the profits,

the Journal says: "They aren't many or impressive. Delighted aldermen appropriated \$36,000 of the taxpayers' money. Business men of Detroit, equally beguiled, passed the hat and collected between \$60,000 and \$80,000 more. The 100,000 guests did not materialize—not by 75,000. There were exactly 6,961 in the parade, and it was a corking parade, too. Stretching the figures to the snapping point, not more than 25,000 Elks and families registered. So we paid about \$4 per Elk—man, wife and child. That's a pretty stiff price for the privilege of entertaining. Let us see what we got for it: The merchants and steamboat companies didn't get anything for it. In fact, it badly demoralized the retail, wholesale and manufacturing business of Detroit for a week. Even had the Woodward avenue merchants been allowed to open their stores on the day of the parade they would not have transacted any business with visitors. Our 25,000 guests were not purchasing dry goods, but wet goods exclusively. And the native customers were averse to shopping under such conditions. All this, however, isn't the worst feature of this reckless week. The aldermen's appropriation of that \$36,000 of the taxpayers' money was illegal. The city charter provides that not more than \$3,000 shall be appropriated for entertainment purposes. Of course, we got entertainment out of it. That parade was worth a good deal, if not quite \$36,000, to us. It was more or less educational. It is instructive as well as diverting to see just what sort of an ass a middle aged man can make of himself when he's in a strange city and his dignity and self respect are unshackled. All in all, maybe it is just as well that we didn't receive the full 100,000—'full' having only the numerical sense. If 25,000 can demoralize a city of 450,000, what would 100,000 Elks have done?"

All Vicksburg will take a day off August 4. This is the date of the retail merchants' picnic at Indian Lake.

Following the example of Wyandotte, the village of Trenton, also in the vicinity of Detroit, has formed an association for the purpose of securing manufacturing industries.

Almond Griffen.

A Woman's Idea of Economy.

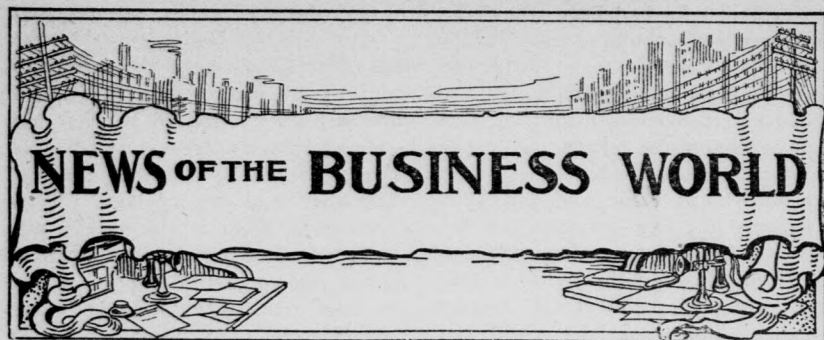
"Woman is very unreasonable," said a venerable New Hampshire justice of the peace. "I remember that my wife and I were talking over affairs one day, and we agreed that it had come to the point where we must both economize."

"Yes, my dear," I said to my wife, "we must both economize, both!"

"Very well, Henry," she said, with a tired air of submission, "you shave yourself, and I'll cut your hair."

Judged by their prayers, some are trying hard to take the Lord in.

We Can Set Your
JOB AND NEWS MATTER
JUST AS EASY.
GUY C. CLARK
540 HOUSEMAN BLDG.
GRAND RAPIDS, MICHIGAN.



Movements of Merchants.

Alma—Cushing & Benedict have opened a variety store.

Hesperia—W. J. Geller succeeds A. L. Muscroft in general trade.

Auburn—W. C. Manning is succeeded by John Hartley in the meat market.

Lake Odessa—Lapo & Griffin succeed O. A. Lapo in the hardware business.

Ithaca—Wilbur Owen will remove his bazaar stock from Midland to this place.

Sault Ste. Marie—Joseph Gallagher has opened a grocery store at 300 Magazine street.

Holland—Philip Vinkemulder succeeds Vinkemulder & Essenberg in the grocery business.

Muskegon—The Muskegon Savings Bank has increased its capital stock from \$50,000 to \$100,000.

Carson City—Charles Blakeslee is succeeded by C. F. Jeffords in the bakery and restaurant business.

Sault Ste. Marie—Charles S. MacLauchlan has sold his general stock to W. E. Donagan, of Newberry.

Brown City—Harry C. Stimson has opened a store under his own name, handling general hardware.

Saginaw—The Saginaw Heading & Veneer Co. has changed its name to the Saginaw Basket & Veneer Co.

Highland Park—Thomas Sheeley has opened a grocery store and meat market. A brother is associated with him.

Rockford—H. B. Elhart has purchased the grocery stock of Mrs. J. Pratt and will continue the business at the same location.

Elk Rapids—The new Bailey store has been leased by L. N. Spring, who will occupy it about September 1 with a full line of dry goods.

Marquette—Markanen & Maki have opened a new tobacco and confectionery store at the southeast corner of Spring and Front street.

Freeland—C. A. Kern has sold his elevator and stock to Wm. Reardon, of Midland, and G. L. Heath, of Lawrence. Mr. Heath's son will be manager.

Jackson—A. E. Riggs, who for some time has conducted a grocery store at the corner of Milwaukee and Mitchell street, has taken in a partner, John Foster.

Vernon—C. R. & F. R. McLaughlin have sold their grocery stock to DeHart Bros. and will close out the remainder of their general stock and retire from business.

Temple—Duncan & Orr are now the proprietors of the grocery stock lately owned by Joseph Russel, they having purchased the stock he had left and are adding thereto.

Saginaw—G. Watkins is erecting a large store building on Gratiot avenue, between Granger and Porter streets. When completed he will occupy it with a general stock.

St. Johns—Miss Susie Durkee has purchased Mrs. Kelly's interest in the Durkee & Butler millinery store. They have been partners in business for about 10 years. Miss Durkee will continue the business.

Ishpeming—Urgel Lavigne, grocer at the corner of Pine and Pearl streets, is preparing to open a meat market, which will be in charge of his son, Theodore, who recently returned from Seattle.

Freeland—The store formerly owned and operated by Ira Clark and later by Geo. Manning and Thos. Game, has again changed hands, the present occupants being John Hartley and Geo. Schwberg.

Port Huron—Russel McKenzie has resigned his position at the United Cigar Co.'s store and has accepted the position of assistant manager at Kresge's five and ten cent store. Joseph Innis has taken the position at the United Cigar store.

Big Rapids—F. Clark Morris and Theo. Lindbloom have formed a co-partnership to engage in the clothing and furnishing goods business about August 1. They have leased the store formerly occupied by Robert Blakely.

Ovid—E. H. Cross & Son, who have conducted a grocery store here for the past four years, have decided to close out their stock and retire from business. Howard Cross will go to Leaton, where he expects to open a general store.

Otsego—The firm of Fairfield & Eldred, dealers in coal, wood, cement, etc., has dissolved partnership, Mr. Fairfield having bought the interests of Mr. Eldred. Mr. Fairfield is now sole proprietor and the business will be conducted as before.

Kalamazoo—J. W. Patterson has sold his millinery stock to Mrs. Amelia Schau and Mrs. Ida Brothers, who have taken possession. This is one of the oldest business places in the city and Mr. and Mrs. Patterson retire after a business life of about forty years in this city.

Monroe—A new company has been organized under the style of the A. W. Bair Co. to engage in the general clothing, dry goods, ladies' and men's furnishing goods business, with an authorized capital stock of \$12,000, of which \$10,100 has been subscribed and \$8,100 paid in in cash.

Battle Creek—After having been in business in the city for the past twenty-eight years, the furniture and undertaking firm of Ranger & Farley have dissolved partnership, C. M.

Ranger having disposed of his interest in the firm to W. D. Farley, who will continue the business.

Hastings—Guy E. Crook, who has conducted a grocery store here for several years has sold out to H. C. Wunderlich, a clerk with W. L. Hogue. Mr. Wunderlich came to this city from Woodland about two years ago and has had considerable experience in the grocery business.

St. Johns—Floyd Calkins has sold his grocery stock to Mr. D. Holmes, who has been with him for some time, on account of the accident which he met with last March and from which he has not fully recovered. Mr. Holmes formerly conducted a general store in Colorado.

Lansing—C. O. Sproul, formerly buyer in the ready-to-wear department of the Kleeman Dry Goods Co., of Terre Haute, Ind., has purchased the interest of J. E. Shanholtzer, of the S. & M. Cloak Co., and will continue the business with W. P. Mathews under the firm name of Sproul & Mathews.

Fenton—Thomas Cox is to become the proprietor of Scott & Co.'s grocery store. Mr. Cox was for several years employed as clerk in the Scott & Co. store and for the past few months has been connected with the Hammond & Judd clothing store, at Pontiac. Mr. Cox will take possession some time in August.

Vicksburg—D. E. Chipman has completed a deal whereby the Mendon and Climax elevators pass under the control of M. Kent & Co., of Kalamazoo. Mr. Chipman has sold his grain business at Pavillion to White Bros., of Scotts. He will move his family the first of next month to Idaho, where he has acquired interests.

Kalamazoo—Jacob R. VanHolde, for the past twenty-nine years a carpet salesman in this city, during thirteen of which he has had charge of Gilmore Bros.' carpet department, and for the past three and a half years with W. W. Olin & Son, will in a few days engage in business for himself on the third floor of Weickgenant's store building.

Dowagiac—Martin & Tuttle, the new grocery firm which has secured quarters in the Jones building, corner of Pennsylvania avenue and Commercial street, are unpacking their goods preparatory to opening up their place of business some day this week. The goods were shipped from Three Oaks, where they were formerly engaged in the grocery business.

Dowagiac—E. E. Pyle is soon to open a feed and general stock supply store in the Morgan Snyder building, corner of Pennsylvania avenue and Commercial street. Mr. Pyle sold out his hardware stock in Eau Claire last March and since has been casting about for a business location. He spent some time in Oklahoma, but, not finding anything to his liking, returned to Michigan.

Humboldt—The Humboldt Mercantile Co., recently organized by Marquette county men, will within a few days open a general merchandise store at this place, with Michael Thibert as manager. A meat market will

also be opened. Groceries, dry goods, clothing, shoes, grain, etc., will be handled. When the Foxdale and Bessie mines were in operation some years ago there was a general store here, but it was closed soon after the mines were shut down. The store building was at that time extensively remodeled and it has since been kept in good repair. Mr. Thibert managed the store at the time the business was closed out. There are now about 210 men working at the Breitung's Baron mine and some forty or fifty more are soon to be added. Practically every house that is in good condition at Humboldt is occupied and there are a number of farmers living near the place who will find the store and market a great convenience.

Manufacturing Matters.

Detroit—The Royal Cheese Co. has changed its name to the F. B. Thompson Co.

Ontonagon—The Greenwood Lumber Co. reports a loss of \$18,000 in is timber caused by forest fires.

Detroit—The Agnew Electric Welding Co. has changed its name to the Michigan Electric Welding Co.

Hancock—Bietner & Son's wooden dish factory at Sidnaw, which was recently destroyed by fire, will be rebuilt at this place.

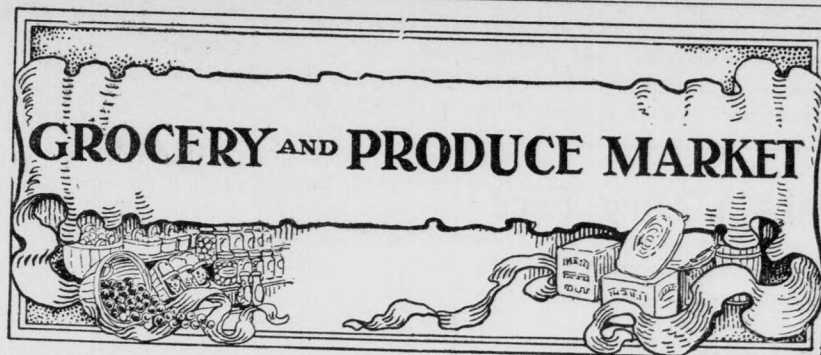
Menominee—Wolfgang Stauber, who operates a sawmill on the bay shore, fourteen miles from this place, is building a 500 foot dock, to be completed in August.

Detroit—The Great Western Smelting & Refining Co. has opened a branch in Detroit, located at Woodbridge and Bates streets, under the management of I. M. Jacobson.

Northville—The Sanitary Churn Manufacturing Co. has organized here and commenced business. The patent was secured by J. A. Dubuar, Manager of the Union Manufacturing & Lumber Co.

Oak Grove—A new company has been organized under the style of the Oak Grove Elgin Butter Co., with an authorized capital stock of \$6,000, of which \$4,400 has been subscribed and \$1,000 paid in in cash.

Detroit—The Van Dyke Motor Car Co. has just completed a two-story factory at Campbell and Leavitt, located on about three and one-half acres of land which adjoins the Wabash and Michigan Central railroads. The building is 512 feet in length and 60 feet wide, being constructed of white brick according to plans of Baxter & O'Dell. There is also a separate building for the boiler and engine room which is 40x60 feet. The company will manufacture a delivery truck and is now completing the first four machines. The factory as it stands to-day, employing about 300 men, has a capacity of about 5,000 cars a year. When construction is finished it is expected that this figure will be increased to 9,000. Up to July 1, the company had accepted contracts for 1,400 cars, the orders coming from Detroit, Boston, Philadelphia, Pittsburgh, St. Louis, Kansas City, Los Angeles, San Francisco, Portland, Chicago and New Orleans.



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 is very active on all grades of solid and prints. Owing to the hot weather the percentage of bad butter is large and shows an increase. Fancy butter is scarce and the receipts are cleaning up on arrival either for consumption or storage. The butter market is ruling about 10 per cent. above a year ago. Local handlers quote creamery at 29c for tubs and 29½c for prints; dairy ranges from 19@20c for packing stock to 22@23c for No. 1.

Cherries—\$2 per 16 qt. crate for sour and \$2.25 for sweet.

Cabbage—Louisville, \$1.50 per crate.

Cantaloups—California stock commands \$4 for 54s and \$6 for 45s.

Cauliflower—\$1.25 per doz. for home grown.

Carrots—20c per doz. for home grown.

Celery—20c for home grown.

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

Cucumbers—50c per doz. for No. 1 and 30c for No. 2.

Currants—\$1.65 per 16 qt. crate.

Eggs—The market is a little lower than last week, which is partly caused by the heavy shrinkage in candling and cash buyers are not willing to take them, unless bids are low enough to make them safe on the shrinkage. Seconds are selling very slow as the demand is light for this grade. Local dealers are paying 16c f. o. b. shipping point, holding candled at 19@20c.

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 \$7.25@8 and Californias to \$8@8.25 per box.

Lettuce—75c per bu. for head and 60c per bu. for leaf.

Onions—Louisville, \$1.75 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—Georgia Elbertas are in large supply at \$1.25 per basket crate. The Georgia peach growers are los-

ing considerable money on account of the inability of the railroads to handle their crop. Thirty carloads of choice Elbertas were dumped into the Flint River, near Fort Valley, last week, for lack of cars to get them to Northern markets. Eighty thousand crates it is said are now awaiting shipment, and it is feared they will be a dead loss. Already growers have lost \$100,000 because of the lack of iced cars. The situation is said to be the worst in the history of the industry in the State.

Pieplant—75c for 40 lb. box.

Pineapples—The situation is firmer and receivers are holding back all stock that shows a little green, in anticipation of a better market. Shipments from the east coast are practically over. Demand fair. Local dealers ask \$4.25 for 24s; \$4 for 30s; \$3.75 for 36s; \$3.25 for 42s.

Pop Corn—90c per bu. for ear; 3¼@3½c per lb. for shelled.

Potatoes—No. 1 Virginia stock has declined to \$2 per bbl.

Poultry—Local dealers pay 12½c for fowls; 22c for broilers; 8c for old roosters, 12½c 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, \$1.85 per 16 qt. crate.

Spinach—65c per bu. for home grown.

Tomatoes—\$1 per 8 lb. basket home grown; also \$1 per 4 basket crate.

Veal—Receipts are again light, but there is sufficient stock on sale to supply requirements. The cooler weather is responsible for improvement in the condition of the calves and dealers expect it to cause an increase in shipments. Small calves are easier. 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 per basket for home grown.

Watermelons—Georgia command \$3 per bbl. for 8, 10 or 12.

Green Peas—\$1.40 per bu. for early June. Stock is scarce.

The Grocery Market.

Sugar—There is no particular change in the market except as it is affected by the strike at the Williamsburg refinery of the American Sugar Refining Co. The American is short on soft sugars, in consequence of which Arbuckle has advanced the quotations on his soft grades 10 points. The Federal is quoting granulated at 5.15c, but the other refiners have not advanced their quota-

tions above 5.05c. There is some talk of the closed Franklin refinery in Philadelphia opening, and in any event the other refiners will have to increase their output to make good the deficiency. The season of greatest demand is now on.

Tea—Trading continues quiet, with prices firmly maintained. Primary markets are all firm and are making no concessions in the way of considering offers below the established quotations. The quality of new crop Japans is excellent and shipments of first pickings are now on the way. Government standards will rule higher than last year. Shipments from Japan to June 15 show a decrease from last year of 5,627,533 pounds, which may be partly accounted for by the lateness of the season. Ceylon and India teas hold firm and the market is somewhat higher on teas of quality.

Coffee—All grades of Santos are much higher than some time ago and are firmly held. The shipments that for the last six months have been held up have been resumed and the Brazilian government has set the amount that can be exported without paying the extra 20 per cent. tax at 10,000,000, instead of 9,500,000, bags as last year. The crop reports of the last week are to the effect that the crop this year will be much smaller than last.

Canned Goods—The demand for tomatoes is increasing and prices are very firm, both for spot and future goods. There is said to be no shading of prices by the canners, as the grower has refused to contract for tomatoes at prices below the cost of production. Corn is very firm at present quotations. Stocks are gradually being reduced and those who are compelled to go on the market to replenish their stocks find it almost impossible to get what they want. The pea pack is reported as being very much smaller than last year in many parts of the country, caused by the hot dry weather. Spot peas are also firm and in fair demand. The stocks of all kinds of canned fruits are small and man of the lines are badly broken up. It is still some time before the new pack will arrive. The demand has been very good the last week on most of the lines, especially gallon apples. Sales were so large at the opening on new pack California canned fruits that many of the packers are withdrawing from the market, as their output is sold up or nearly so.

Dried Fruits—Currants are moderately active, but firm and advancing on short crop news from abroad. Some packers have advanced ¼c per pound. Other dried fruits are dull and unchanged. Prunes still rule on the recently reported high basis, but business is very light. Peaches, both spot and future, are light. Apricots are dull and unchanged in secondary markets, but there is an attempt on the coast to force prices up. Raisins are exceedingly dull, but prices are steady.

Starch—Muzzy bulk and Best Gloss have each advanced 5c.

Syrups and Molasses—Corn syrup and compound syrup are ¼c higher.

Sugar syrup is quiet and dull. Molasses on spot is quiet at ruling prices. According to reports received from the South the coming crop will be late and about 25 per cent. short.

Pickles—The demand is very good, this being the time of year that pickles are most in demand. Very few reports have been received as yet in regard to the growing crop and at this time most of the pickle men say it is impossible to estimate what the crop is going to be, but most are of the opinion that it will be a small one.

Canned Fish—The first shipments of the 1910 pack of spring catch Chinook salmon are arriving on this market. Prices are a little higher than a year ago. Spot stocks of salmon are small and it is said that there is no more stock on the Coast to replenish them.

Cheese—There is a very good demand, both for consumption and speculation, and prices throughout are unchanged. The quality of the cheese arriving shows up well, considering the heat. The market is steady and unchanged.

Provisions—The supply of hams, bellies and bacon is still very light, but the high prices have curtailed the consumption and there is plenty to go round. Pure and compound lard are both steady and unchanged. Dried beef, canned meats and barrel pork are steady and in fairly good consumptive demand at unchanged prices.

Fish—Domestic sardines are firm on reports of light supply, although prices remain unchanged; demand is quiet. Imported sardines are dull and the market in the buyer's favor. Spot salmon is very firm and scarce; demand is fair. Future salmon shows no change. Mackerel has shown some firmness during the week, due to comparatively light supply. The demand, however, is not large. Cod, hake and haddock have also developed a tendency to strengthen up, from the same reason of small supply. The demand is light.

Annual Picnic of Local Grocers and Butchers.

The retail grocers of Grand Rapids will hold their annual picnic at Manhattan Beach, July 28. They will be joined by the butchers. Good prizes will be awarded and good sports indulged in. The general committee is composed of John Witters, Geo. H. Shaw, Fred W. Fuller, Cornelius Smalheer, John Barclay and Frank Merrill.

The sub-committees are as follows: Advertising—Geo. H. Shaw, Fred W. Fuller.

Arrangements—John Witters, Frank Merrill.

General Boosters—John Barclay, Cornelius Smalheer.

Manley Jones, Manager of the Milwaukee branch of the Telfer Coffee Co., is in town for a few days, visiting relatives and friends. Manley is making good in his new position, as everyone who knew him believed he would.

Fear of discovery often masquerades as the voice of conscience.

THE HOOSIER STOREKEEPER.**What Can Be Done To Attract Business.**

Written for the Tradesman.

Years ago it was a simple matter to make money selling goods. Then the demand was greater than the supply, just as it is in a new country. Suppose you were in a new mining camp and you were the only fellow in town who had any flour. It would be an easy thing to figure your profits. You simply could not help making money selling goods on which you controlled the monopoly. But if competition was crowding you and everybody was pushing the sale of flour your profits would not show up so large, would they?

80% of the Failures Are Non-Advertisers.

According to Bradstreet four-fifths of the concerns which fail in business are those which do not advertise.

Up-to-date business methods demand the constant use of printer's ink. Until quite recently it was considered to be bad form for banks to advertise, but the sharp competition of rival banking firms has at last driven them to the use of publicity to gain business. The merchant who thinks that he "knows everybody" and that there is no use to spend money in advertising will wake up some morning from this lethargy and find that he has been distanced in the race for business.

My idea for a Summer Sale is to pick out the things most needed right now and cut the prices good and deep. Here is a clever advertisement:

tisement must be good if it succeeds in opening purse strings. Here is a good sample of a bank advertisement:

I think well of the personal style of advertising as used by the now famous Tom Murray, of Chicago. He has made a success and I am inclined to think it is a case of personal magnetism.

The Man Who Wears a Long Face

Is usually the fellow who hasn't a bank account
He is continually worrying

Do You Wear a Long Face?

If so you can always change it to smiles by
starting a checking account with

THE FIRST NATIONAL BANK

Here is a peculiar advertisement, but nowadays it is the out-of-the-ordinary kind of stuff that people read first. It attracts attention, but it does not always follow that this is the best kind to adopt. Look at this:

clined to thing it is a case of personal magnetism.

Good advertising and good store-keeping go hand in hand. You must have the store and the goods to back up the advertisement. As Josh Bill-

I Need Money—Badly

I simply must have money! I don't want to go out of business. I do not want to appoint a receiver if I can help it. I do want to turn my stock into money. Hence this great sale of Men's Furnishings.

D. E. B.

Lansing, Mich.

A famous writer once said:

"Luxury consists in having a pair

ings would say: "I like the rooster. I like his crow. I like him for the fight that is in him and I like him because he has the spur to back up the crow."
Hoosier Storekeeper.

An Intellectual Cocklebur.

A cocklebur rightly adjusted will give any ordinary horse an ambition to do something, a little dreamed of. It is much the way with a man, only the cocklebur is applied to his intellect through the agency of some of the fellows who have realized that there is something better and higher in life than would appear on the face of it. It is the duty of such men to make other fellows think along higher lines, and in our case, along the lines of Salesmanship.

Merchant May Be a Lackey or a Leader.

Written for the Tradesman.

The wise parent does not give the child everything for which it asks. He or she gives it that which it needs—that which will do it the most good. The merchant can not deal thus with his customers; he must sell what is called for, and yet if he also is wise he will endeavor to so educate the people that they will want the things they need—so that they will call for the goods which will do them the most good. He can be simply a machine to be operated by the buying public, or he can be a live, progressive leader, teacher and benefactor.

To be such he must be a student—a thinker. And he must think of more than how to secure the largest possible profits. He must study the needs of the people and then study the goods in the market in reference to the people's needs. He will not wait until other merchants have introduced new kinds of goods, until a demand has been created, until the people have been educated to the desirability of such goods. He will have the pleasure of offering something new; he will keep the people interested in his store and his stock; he will thereby gain new and retain old patrons. He will not be harassed by people enquiring why he does not keep this or that, and will not waste time trying to persuade them to buy the out-of-date goods which he has in stock.

If he depends on others to advertise and introduce goods and expects to get his share of trade, after the trade is established, he will many times be stocking up with goods which have had their run in the community and which other merchants are closing out and replacing by some other innovation. The fellow that waits for others to break roads for him in winter will very likely have to take their dust in summer. E. E. Whitney.

Some dealers have an idea that the advertisements that gets the business is necessarily a big, costly, space-consuming thing. Not necessarily. You can kill a squirrel just as dead with a rifle as you can with a shotgun.

Self-knowledge cures self-love.

A Message to Boys

Art Lennon & Co. want to see every youngster in Joliet, also the parents, and make them a present with every boy's suit.

To the Boys

A Fine Base Ball and Bat to every boy who leaves the store dressed in one of the suits at the following Low Prices:

Free

Then follows prices, etc.

To the Parents

Double Stamps S. & H. or Maple Leaf to the parents who will save money on Boys' clothes.

Free

ART LENNON & CO.

Joliet, Ind.

The free gift for children has the power of attraction, and you know that the science of selling goods is a great deal like the science of teaching the three R's.

You must first attract the eye. You must appeal to reason. You must hold the attention. Salesmen are born, just like musicians. Advertising is a great selling force when in the hands of a student; but it is expensive when used in a slipshod manner. Any old thing won't do. There must be a strong motive force behind it. There must be a good set of active brains back of a strong appealing advertisement. Your adver-

of suspenders for every pair of pants."

Here is a good chance to get luxury at half price—50 cent suspenders for 25c a pair.

A. C. Yates & Co., Philadelphia.

On this page is another neat little advertisement.

I am a firm believer in prices being quoted in the advertisements. There is, of course, the objection that your competitors get the benefit of knowing what your prices are on certain articles, but you can afford to overlook this because it is your customer and not your competitor who helps you to "pay the freight."

Business Growing

People are beginning to read my ads. I can tell by the calls I am having that my little ads are being noticed. You are finding that I am telling you the truth.

When you come here you find that I handle snappy, bright new styles and my prices are very reasonable.

Elgin Guaranteed Watches **\$18**
15 Jeweled, Gold Filled

Jones The Jeweler

Every Traveling Man In Indiana Invited.

Indianapolis, July 19—August 13, 1910, is foremost in the minds of all commercial travelers in Indiana. Plans for quick sales, optimistic reports and returns to the home office will go hand in hand the next five weeks with preparations for a day's amusement at Broad Ripple Park, when about 5,000 travelers, representing every travelers' organization in Indiana, are expected to attend the annual picnic and reunion.

Arrangements were completed Saturday night. Committees were set to work and every member of the various organizations exhorted to boost the greatest event of the year in traveling men's circles. The picnic will not be a small family affair, but will provide for several hundred families, who will be united into a huge family circle for a day.

The travelers have guaranteed that the most fun ever seen at any park in the state of Indiana will be on the program at Broad Ripple Saturday, August 13. The delegation at the picnic will represent every progressive traveling man's organization in the state; every man noted for his abilities to provide amusement is on some committee or other, and the lunches are expected to make up for the desires not satisfied by fun alone.

J. C. Holmes was elected chairman of all the various organizations' committees making arrangements for the picnic, and W. H. Rhodehamel was chosen Secretary and Treasurer. George W. Barth and Charles Machett were elected Vice Presidents.

The following committees were appointed to prepare for the picnic.

Arrangements—J. C. Holmes, George W. Barth, John T. Gardner, B. F. Hornefus, Charles Machett, H. J. Kistler.

Amusements—Charles H. Cox, John T. Gardner, John R. Scales, C. U. Patton, Riley Hunt, Bert A. Boyd. Transportation and Park—William Bradford, Harry Kendall.

Printing and Press—M. P. Dale, W. H. Rhodehamel, Pete Trone, John Griffy.

Finance—Bert Cox, W. A. Walker, H. J. Kistler, George W. Barth.

The advertising of the picnic is a feature and shows how many schemes the travelers will adopt to spread the news. Cards will be printed and attached to the grips of every traveler leaving Indianapolis. Larger placards will be distributed at the Union and Terminal Stations every Monday morning, when the men leave headquarters on their trips. Hotels in Indiana and neighboring states will be supplied with advertisements and the secretaries of the various organizations will notify the members.

All members of five large travelers' organizations will be notified. These are the Travelers' Protective Association, Commercial Travelers' Association, United Commercial Travelers, Commercial Travelers' Mutual Sick Benefit Association and the Indiana Travelers' Accident Association, all of which has representatives assisting in the plans. These representatives will meet again next Sat-

urday night at the Denison Hotel, when further and more complete arrangements will be made.

Assurances have been received from the management of Broad Ripple Park that the entire grounds will be turned over to the travelers on the day of the picnic. The various concessions will be in full swing and the dancing pavilion will be for the exclusive use of the members in the evening. Music will be a feature, as it is planned to engage a large band for the day and evening.

Broad Ripple was chose for many reasons, chief of which is the love of water and the finny tribe which possesses most members of the organizations. There will be temptations enough to sneak away from the picnic grounds to a quiet retreat along the banks of White River, it is said.

Contests of many kinds will fill the program for the day. There will be an abundance of prizes for men, women and children. It is thought, however, that the committee on amusements will not allow a fishing contest.

At the meeting of the picnic committees Saturday night George Barth gave an account of the convention of the National Milliner Traveling Men's Association of Cincinnati, O., last week. The association will meet at the Hoosier capital June 26, 27 and 28, 1911, when 350 delegates are expected for a three days' session.

Harry Pretzfelder is having a week's vacation at Barbee Lake, Ind. Bert Vedder of the U. C. T. and his family are enjoying a fishing trip in the vicinity of Lagrange, Ind.

Robert Hayes served as chairman of a committee at Kokomo, Ind., July 4, and assisted in disposing of a diamond ring in behalf of charity.

Herman F. Adams, until lately representative for the August M. Kuhn Co., of Indianapolis, now is traveling for the Canby, Ach & Canby Co., of Dayton.

C. A. Ross, Carey McPherson and Pete Trone departed Saturday for Frontenac, N. Y., to attend the convention of secretaries and officers of all federated commercial organizations in the country. They represent the Indiana National Travelers' Association and will be away ten days.

S. E. Brown and family have gone to their cottage at Lake Manitou, Ind., for a month's stay.

C. A. Albrecht and J. M. Eldredge are in charge of displays at the furniture exposition in Chicago. They will return August 1.

J. C. Holmes of the Eli Lilly Company and Barrett Moxley of the A. Kiefer Drug Co. were entertained by the Terre Haute Retail Druggists' Association at the Elks Club Thursday evening. A Dutch lunch was served to about forty guests.

Not Much Ground.

Facetious Stout Party (to harness dealer)—I see you've got a sign out there, "Rubber Horse Covers."

Harness Dealer—Yes, sir.

Facetious Stout Party—Well, I just stopped in to see what a rubber horse covers.

Death of Veteran Coffee Expert.

Boston, July 18—Geo. C. Wright, founder of the Dwinell-Wright Co., coffee importers, and late President of that corporation, died recently in his 88th year.

Mr. Wright was born January 7, 1823. Of sturdy New England stock, the energy of his forebears was reflected in his long years of persistent business activity.

His passing came peacefully, while in sleep, at his home in West Acton, Mass., and was a fitting ending for a life which exemplified every virtue a true man could well possess.

In private life and in public Mr. Wright was loved, revered and trusted, and the example of his upright character, his progressiveness, his kindliness and consideration for others will always stand a guiding beacon to the thousands of people fortunate enough to have known so good a man. The great business Mr. Wright founded was a source of supreme delight to him during his declining years and that he was able to see the full fruition of his commercial ambitions and to know that the great machine he created was so stably founded that its pulsations would be heard by the commercial world indefinitely must have been a placid consolation to him when reflecting upon the salutary results of his well-spent life.

For several years the onus of the detail business of the Dwinell-Wright Co. has fallen upon the shoulders of George S. Wright, a surviving son, whose administration of the firm's executive work will be continued along the same lines of probity which have always distinguished it.

Some Early Milling History.

The Valley City Milling Co.'s plant was established nearly fifty years ago by Moon & Mangold. In the early seventies Mr. Moon died and shortly afterward the property was sold to A. K. Cary & Co., the partners being Jacob Barnes and Robert M. Collins, the latter a son-in-law of Mr. Cary. Barnes and Collins were practical printers and worked for Dr. E. D. Burr, who owned the Enquirer, commencing in 1850. Collins served in the army during the war between the states and won distinction for bravery and gallantry in action. The property then passed in-

to the hands of the Grand Rapids Savings Bank, which leased it to Hibbard & Graff for five years. Before their lease expired Hibbard & Graff failed, when the lease was assumed by O. E. Brown in 1879. Three years later the property was purchased by William N. Rowe, M. S. Crosby and C. G. Swensberg, who continued the business under the style of the Valley City Milling Co. The mills have been enlarged and the equipment improved greatly since the ownership passed out of the hands of Moon & Mangold.

Forty years ago M. L. Sweet and James M. Barnett owned two flouring mills located in Grand Rapids. The oldest, and it is said the first grist mill erected in the city, stood on a part of the ground now occupied by the Berkey & Gay Furniture Co. factory and the other was located on Canal street, just south of the Royal Furniture Co.'s factory. The latter was destroyed by fire in 1873 and the former was razed to the ground to make room for the Berkey & Gay Furniture Co.'s factory.

The original owners of the Crescent mill was the firm of Hibbard, Graff & Co.—Wellington Hibbard, Philip M. Graff and John A. Covode.

The Star mill was erected and owned by the Mangold, Kusterer, Voigt and Herpolsheimer families. It was conducted many years under the style of Mangold, Kusterer & Co., subsequently changed to C. G. A. Voigt & Co., composed of the above families with the exception of the Kusterer interest, which was withdrawn after the death of Mr. Kusterer.

Arthur S. White.

Do Birds Return To Old Nests?

Whether birds, especially migratory ones, return to the same nests year after year is a question of much interest to the naturalist. Swallows that summer in England do not winter north of Africa, but an observer at High Halden, Kent, England, has recorded that one returned on April 12 to a nest it occupied last year. It was recognized by a ring placed on its leg May 8, 1909. To gain a better knowledge of bird habits more than 2,000 British birds were last year marked with inscribed aluminium rings, and twice as many more will be similarly tagged this year.

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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 20, 1910

PLUCK VERSUS LUCK.

Does the number of serious accidents within the past few days for a moment lessen the bird-man's ardor concerning his new hobby? Not a bit of it. He has tested the matter enough to feel the exhilaration of perfect flight. He realizes that he is as yet experimenting with two forces not yet fully under control by man. His machine is little tried; his propeller is likewise not fully perfected. But although the motor may balk on land, it has proved itself able to take a great car from one end of the continent to the other. And it will in the end do the same for the aerial car. That so great a success has been attained within the past few months has shown to the most doubting Thomas the fact that the air will soon be completely within man's domain.

It takes pluck to fly after the thrilling experiences of the Scientific American editor; and a public service by this route is not just a present equipment. Neither is it a necessity, nor a thing to be desired. Until specialists have perfected their science, it were better for the people to witness flights from terra firma. Their inability to help in an emergency only increases the danger of panic.

The pluck which makes good the bad luck(?) during one flight illustrates the methods necessary to success in all life. A certain consignment of goods may fall as flat in sales as did the air ship the other day. Get your motor into working order. Pick up the fragments and start anew. There are so many things which may bring calamity yet which can be overcome with a little care. If you become entangled, or even fall to the ground, brace up and try again.

THE CHANCE FOR A MISS.

On enquiring the location of a certain shop the directions given closed with these words: "You might easily miss it for it is back just a little from the street, opening from a little hallway."

The thought came, Why is it not just as easy and certainly a great deal more profitable to render your place of business so conspicuous that

one can not miss it. The plan of making people hunt you up is anything but good. You should make it your business to hunt them. If they are compelled to perform the initiative advance in nine cases out of ten they will transfer their attention to some one who does not require to be hunted; who has enough personal enthusiasm to come to the front and to speak in a voice that is audible; one who is large enough to be seen and wide-awake enough to step out to a place where you can not help seeing him.

If you can not afford to rent a shop in a prominent place, make your window so attractive that people will still notice it, although it is small and in the rear. Take special care to have your door inviting. At the place so doubtfully described it was found that the name was almost inconspicuous. This is simply an unpardonable oversight or neglect. Printer's ink and paint are cheap. Every tradesman owes it to himself and to his possible patrons to make his presence known in a way that is not mistakable. He has no right to a place in which it is possible that he may be missed. If the natural opportunities for a display are meager this is only a reason why the effort to make up the deficit should be greater. A striking window, something which will set people to talking, may be the means of saving you from the fate of "being missed."

YOUR BEST MONUMENT.

We can not all endow colleges, establish children's homes or effect National reforms; but there is always something which even the humblest can do to remove the friction from another's life. Some one has said that a single flower may brighten a saddened life. The cup of water handed to a dying comrade has become historic in connection with the career of one of England's true gentlemen.

Some of the greatest things in this world are due to small circumstances. The establishment of drinking fountains in cities, where pure cold water may be obtained free, is one of the best movements for temperance. The free bread line of New York has been rendered famous. The man who plants an apple tree by the roadside, the fruit of which is designed for the public, has certainly a fitting monument as a benefactor of his race.

"Be not simply good," says one author; "be good for something." If you can not set up an electric light in the Statue of Liberty, you can at least place a candle in your room which will cheer some passerby. Intensity of rays is not always as welcome as a cheerful modulation at a certain point. One need not hold pessimistic ideas to realize that the world can be bettered at almost every point. The tramp who asks for food may be given bread and work. If worthy he will be the more pleased with the latter. An Angelo can take a piece of discarded marble and from it carve one of the world's masterpieces. A young girl can go into the New York slums and found her Waverly House, where the record of

reformation is 100 out of the 300 girls whom she has sheltered. Hers is a monument worth striving for. Yet the same granite—it may be in smaller pieces—is at your disposal. The good words and kind deeds lettered on the rock of true character form the greatest monument.

AFTER THE FIGHT.

Friends of humanity were saddened that a Governor working for its interests should have his plans thwarted by another just across the line. The better element were forced to tighten their strings of optimism lest the chords be all in the minor scale. The disgraceful scene in Nevada has done much in more than one way to lower the standing of the American people. The gamblers have had their chance. Many non-professionals were lured into making bets on the great pugilists. And now what?

Individuals may have gained money, but they have lost something of character. No new wealth has been created. The world has been injured in several ways; improved in none.

The reaction is coming, however, and if the meeting of giants should prove, as has been by some predicted, the last prize fight on American soil, surely we are repaid for the disgrace and the humiliation. When so prominent a man as Roosevelt comes to the front with such plain declarations against the sport (?) we may hope for something better. An open lover of athletic sports of all kinds, he draws the line against so radical a misapplication of the principles. He has observed that boxing is a comparatively harmless outlet for the surplus energy of a certain class, which, if not thus released, would doubtless assert itself in a criminal form. But the extreme just enacted has no place in the life of a civilized nation.

We often discern victory smiling through alleged defeat. And if the gigantic brutality but confronts us so forcibly that we resolve to blot out all future prize fights, to obliterate the perpetuation of this one through moving pictures, then and then only will the alleged victory of Johnson become a real victory!

A FLORAL GREETING.

The window of a prominent jeweler is now made attractive by great bunches of our native Canada or meadow lily, the pendant bells of which attract many admirers through their silent chimes. More precious than the rare gems on either side are these mute appeals to lovers of beauty, and a halt before the window is almost irresistible.

This same firm has made a practice of showing flowers of all kinds in their season. Not the ordinary bouquet which attracts only a passing glance and is forgotten the next minute; but flowers massed so effectively that they command the attention. One can not get past the window without stopping. And having once stopped he is apt to cast a glance at the fine display of goods as well as at the blossoms.

Flowers admit of so many changes that every week one may have a positively new display. In the spring the

narcissus proved as valuable as are the lilies of the field at the present time. Later the golden glow, aster and chrysanthemum will follow. The simple arrangement in tall vases requires only a few moments, and yet the beauty of the display is fully retained to the last moment. With a little labor almost an endless display might be created.

Thus a large basket of moss or evergreens forms a fine background on which to spell your name in panes, a border of white flowers or foliage plants adding to the effect. Flowers with long stems, like the aster and chrysanthemum, make a conspicuous sign, the letters being outlined on wire screen covered with tissue paper and the stems of the blossoms thrust through this into a dish of water or damp cotton concealed in the rear.

CONCENTRATING OUR FORCE.

Some one has made the computation that if the work of erosion performed by water on the entire surface of the United States were concentrated on the Isthmus of Panama, it would be sufficient to cut a canal eighty-three feet deep between the oceans in about seventy-three days. A burning glass is but a lens concentrating the rays of the sun to a focus. Nature's works abound in concentration. Her waters are gathered into systems, the single drops joining the multitude of others in their mission. Even the electric bolt is disarmed by the skill of man to scatter the mysterious power.

"The weakest living creature," says Carlyle, "by concentrating his powers on a single object, can accomplish something; whereas the strongest, by dispersing his over many, may fail to accomplish anything. The drop, by continually falling, bores its passage through the hardest rock. The hasty torrent rushes over with its hideous uproar and leaves no trace behind." The man who runs aimlessly, first in one direction and then in another, fails entirely in making any progress. It is the one who concentrates his mind upon a fixed goal and then untiringly strives in that one direction who wins.

We may resolve to build up a big business and yet, with no definite aims, no well defined plans, the results are entirely disappointing. We wander as in a maze, trying first this venture and then that, perhaps sticking to no special line long enough to test its merits. It is better far to build up gradually; to resolve upon the very best service along some special line; to study into the details from first to last; to specialize for the time. Then when one point has been mastered we can hold it firmly and make farther advances.

Living by rule does not mean living in a rut; rather it keeps one from falling into a rut. Living by rule does not mean slavery. He is freest who is bound by right principles. He is the greater slave who gives freedom to his every desire.

Have we any right to condemn the vicious when we make the conditions of virtue so hard?

AWAY FROM TOWN.

Genuine Pleasure in Taking One's Ease.

Although I am one who believes in the hospitality of friendship and cherish it, too, above most things, there is still a certain pleasure about taking one's ease away from town, aloof from the necessity of enforced attention expected so frequently when one plays guest. There is a particular charm about ordering meals of your own choice, in the selection of recreation and the passing of time according to those desires that may move you at the moment. True, it follows that all of this may be obtained from any one of the great hotels, so much a part of resort life. But it is dismal sort of fun, this lounging in the grill room, mild veranda flirtations and appalling bills to pay for it all. You are just one of many who come and go; they see nothing in you but a source of revenue and this truth is with you from the moment your bag is taken from the inn's bus to that time when you have settled with the clerk. That is why the Chiselhurst Country Club is so keenly appreciated when I would tarry by the shore. I have a quiet feeling of ownership in each comfortable corner of its inviting rooms and here I find my pleasure at no risk to my pride or mighty inroads upon my purse. It is the jolliest place imaginable for a week-end jaunt and the opening in early June is an event long anticipated by those who are fortunate to be among its members.

Thornton joined me in that cosy retreat on the piazza overlooking the ocean and we chatted as men do who have found content and the cigars are good. The rays of the full moon danced upon the waters and the dull boom of the surf as it broke against the bulkheads below seemed a strange accompaniment to the dashing two-step that came from the parlor. The first hop of the season was in progress and traps and motors were still bringing the gay groups to our dance. The Welches came over from Deal; Nash and several chaps ran up from town and Mrs. Carter's Peerless found its way from Lakewood. One's musings are apt to be of short duration when such events are cast for an evening's entertainment, but John Thornton's chance remark that the oldest rounder seemed to be enjoying the evening was sufficient to open a field for meditation.

What a curious thing it is, this division of pleasure among folk. We hear of certain people deriving so much enjoyment from their pursuits. Others, given the same opportunity to recreate, receive but a minute measure of joy from their indulgence. Still others are open in their abuse of passing amusements, giving their patronage with an air of absolute misery. This circle of mine affords striking examples of viewpoints with regard to pleasure as we know it.

There is Will Nash, for one. Although he's danced for years at almost every affair in his set that comes to memory, he is still as happy as a lad at the prospect of such an event.

With Betty Germond on his arm, he passed one of the open windows, talking as gayly as ever he did at any of the Junior Proms, back in the old days at Princeton. What a fine fellow he is! Enjoying every moment of his recreation, getting the best out of each pleasure and not the faintest suspicion of being blase about him. Why, it seems to me that he's been the very life of every event that claimed him of its company. He rouses you from dark corners and carries you away into the whirl of good times. And all of it, too, in the best of fellowship with never a thought or word of this singular cynicism that claims so many for its own. He leaves your littlest sister with all her girlish views intact and finds his way to the wine room for a merry bumper of old Rhenish, suiting himself to the moment and making himself fit for the occasion.

Those chaps who don't seem to have it in them to find enjoyment in anything, are not they the queer lot, though? They'll yawn through the best of fun, look bored over an excellent menu and appear to be dying of ennui. One can not but feel that it might be better for all concerned were their trouble indeed fatal. Certainly the atmosphere would become a happier one for those who have to share it with them. Ralston, with that Piccadilly limp he's been affecting of late, hobbled over to our chairs and drawled, "Same old thing. Awfully slow." What does the man want? Here was a most delightful company. Surroundings that might bring anyone the most happy of thoughts. Whether you strolled about the moonlighted verandas, hung with multi-colored lights or sat within where all was bright and animated, surely one properly set up might find it within him to respond. And I flung what remained of *Mi Favorita* into the sea for the opening strains of "De Fledermaus" were calling and this was my dance with Trixie Pemberton. Might a mortal resist the waltz king or—Trixie?

Have you ever partaken of an English split chop, a crisp roll and cup of mocha at the still plebeian hour of 10, as the fashionable world counts it, with the prospect of the long day before you and so much to be done in a period all too short? You've breakfasted on the ocean side of the house, probably, and watched the blue Atlantic over the top of your morning paper. News isn't interesting, somehow. It's so much more engrossing to watch the southward-bound liners steal along the distant horizon. Breakfast over, shall it be golf first and a little tennis after? How about a run down the Rumson or a fast bit of way on horseback? And, while you are wondering what it shall be, the boat you've been watching for hours is beyond your sight and Felix tells you they've soft shell crabs on toast for luncheon and will you have a split of bass or a pewter topped stein of Munchner to make the delicacy palatable. As though an auxiliary were necessary when crabs are served at the Chiselhurst! Right out of the Shrewsbury, they come into the skilled hands of Koenig, our chef. But,

even so, we won't pass up the Munchner!

Must do something in the afternoon. So seek the coolest corner to plan your course. Shall we take a motor boat at Interlaken or try our skill with the paddle? How about getting into those smart riding togs and westward gallop, with Broadlawns and its mistress to welcome our hired mount and brush the dust from our shoulder? There's a fearful racket coming from the card room. These heathens have been paying tribute to the goddess Poker since sun-up. What a waste of time and tribute! And at five-thirty Felix wakes you with the information that you've been sleeping through all that glorious afternoon. We are to have ladies at dinner to-night. Mr. Ralston, it seems, has undertaken to drive us to Belmar and, well, if you've ever been one of a coaching party that found its way under a summer moon, you'll not decline a second invitation. So what if the day has been an idle one? You've tired no chargers, broken no records and learned a little something about rioting in idleness and—when all's said, few of us overdo that.

There is not much excuse for so indulging ourselves in close proximity to business interests. It seems almost treason to throw away time. Even clubs in town, with the exception of men who haven't a thing to do and all the time in the world in which that little may be done, are under certain feeling of constraint. You've been hunting eagles, double ones, too, all day, and ease becomes a necessity. Karl serves a heavy dinner of many courses; there's a bit of drowsy conversation with some chap or other who happens along and perhaps a little bridge before your last little drop of gin and water. Not much luxurious idleness in that. It lacks the very elemental principle of laziness and for the man whose job is always before him a day or two of that means as much as any form of strenuous recreation.

We Americans do things so well in all that yields visible fruit. Where can one find such laborious, conscientious effort for the making of the country's glory and the winning of personal achievement? But, when the tale is told and finis approaches, what is in the cup for the man whose hand has been at the helm throughout his lifetime? His name stands synonymous for things representing wealth; he becomes associated in our minds with those who have toiled far beyond the noon-day that their harvest may bring plenty for those of their name to come. He's missed everything of the lighter side, the smaller incidents of existence that make labor worth while and effort seem really fruitful.

Bob Thayer's dad—that same Bob who ran so cheerful a course that 25 meant old age and who died in his cups, even as he had lived in that condition—was my guest, last week, at Chiselhurst. As reward for my effort to please him I took the liberty to become student of this master workman. He's lived so long amid the serious pursuits of life that it's

almost pathetic to see his unskilled fingers dally with recreation. We motored from town and lunched at 2 in my old window seat by the water-side. Thereafter I'd planned to have horses for a ride through the pleasant country lanes. But Henry Thayer hasn't been in the saddle since his boyhood and looked askance at my proposal. So we just chatted until the sun became lower, when I suggested a round on the green, the most picturesque of courses, by the way. But it appears he knows no more of golf than he finds his comfort astride a pony. And tennis and whist and even a love for poker, all these he's been so long without that his hand has lost its cunning for always.

But not only does it seem impossible to recreate in sport demanding practice; there's, in addition, a most placid avoidance of joviality. You grow to be a stranger and coming back is tardy progress. That evening our fete masque unfolded for me other peculiarities of the man who has so long stood in the wheat pit that ticker and tape only tell stories he may understand. The lights in the shrubbery, the spirit of the frolic-mad crowd, would these not win any mortal, however jaded his beliefs, to the level that only a carnival may attain? Merrymakers everywhere! From dim-lighted pathways came belted knights and regal ladies; here a grey-robed friar dared to look beneath the mask of a pink-eared shepherdess who mocked him to the vast delight of a bewhiskered pirate chieftain. Arabs, Crusaders, nymphs and Du Barrys, flirted, danced, laughed through all the night and the spell was not broken until masks were off. Weary at last, I left my jeweled Mary Tudor to find another who might fetch her ices, and loitered to a distant rustic bench. There, fast asleep, sat Thayer! In all that revelry he found nothing, none that had, in common with him, a love only for that which meant stern labor.

He enjoyed his little trip, he said, but I knew that at the bottom of his honest old heart it cost him an effort to tell me the falsehood. Not a moment of his stay but seemed too long and only when the train of Pullmans rounded our little station, did the light of content come into his eyes. Soon he would be where every move yielded something that added to the wealth of Henry Thayer. There isn't any play in his life and, as those things go, I'm convinced it's a poor one. It is a sorry sight to sleep on carnival nights and, when you find yourself wandering from the whirl and thinking what nonsense it all is, permit me to make you acquainted with Betty Germond, who'll soon carry you away from substantial reasoning to the maddening, intoxicating, audacious heights that are only possible when dominos flutter and silk masks are the fashion. That is, if you haven't entirely forgotten the way back to the pleasures which render, in their enjoyment, a reward for toil and ample compensation for fatigue.

A plea for the proper spirit in the busy man's relaxations, I make it with

the example before me of so many who have lost their kinship to play in any of its attractive forms. They come down to the clubhouse in their cars or via the Highlands on the fleet Sandy Hook boats, with the purpose before them to idle. There's Garrison, in a wicker lounge chair, deep in the mysteries of the market. He's puffing at a chubby perfecto, although its aroma is lost upon one who insists on keeping his finger on the throbbing pulse of sugar, salt and spice. Redmond, planning his Southern trip and preparing persuasive selling talks while everything out of doors beckons to throw aside the cares of work-a-day life, to come out and play.

In the den Wellington and Blake are talking shop and so absorbed are they that my call to join us on the lawn where tea is being served meets with curt refusal. It would benefit some of those fellows a deal if they left the street on the map where it properly belongs and sit with us in the shade while the tennis match takes place. A Papal princess allots us our portions of crackers and Ceylon and I find her company, in itself, sufficient to paron the weakness of the beverage. Mrs. Carter, languorous, exquisitely gowned and very much her beautiful self this sunny afternoon, is chatting with Thornton. It is worth one's time to study the picture they present. He, the cultured man of the world, sparing of gesture, mellow of voice, and deportment so perfect that emulation might become the most sincere compliment to his gentle demeanor. Grace, of all women, is most capable of acting as foil to John Thornton's behavior. Her carriage excites one's admiration as her fair face charms the eye and in the scintillating discourse that is peculiarly her own the listener finds singular pleasure.

I can understand that Redmond might feel himself at a loss when it reached the point of repartee. Nothing demands more practice than a tongue that is ever prepared to answer with wit or wisdom. I've seen the most shrewd of commercial men helpless before the epigrams and witticisms of a trained mind. Wellington is so much at home in the great nether limbs when someone pushes him into the social sphere. Few men aspire to become gallants. But, in our depreciation of their standards and worth, isn't there the faintest bit of envy? Really, I believe that Wellington fears our Papal princess whose sole claim to distinction lies in the ability to maintain her poise whilst eight or ten men are clamoring for tea. This, as Sam Bernard was wont to say, is sufficiency.

In this taking of our pleasure, certainly we have much to learn, and I question if the spirit of our native beliefs may ever adapt itself to genuine relaxation. The theory of playtime and labor associated is an excellent one but I have yet to see its exploitation at the Chiselhurst Country Club where gather typical specimens of Gotham's younger set. Groups are these, strikingly different in their sources of revenue but simi-

lar in their search for pleasure and inability to appreciate what the countryside offers and wealth has made possible. Their womenfolk have out-distanced them so far that it is curious to see what lack of mutual interest exists between a man and his wife when the world demands that one must supply the needs of the other. And of this there is no question.

Redmond, gray at 40, with the markets of the world at his finger-ends, is proud of his wife's ability to entertain a crowd of youngsters. He is satisfied to lean back in his chair while compliments and innuendos are rife about his lady's vicinity. Their admiration reflects his very excellent judgment and hasn't he paid for the costumes that beautify her and given her everything that the world might marvel? What if his youth has gone for it all? She is satisfied, bless her heart and that's the answer. So Ralston and Thornton may take his place in the entertaining of Mrs. Redmond. Maybe, after all, he is most wise, for my lady's whims are many and her caprices multitudinous. This last bit of knowledge has been gleaned from servitude both faithful and sincere when it seemed that attendance to the slightest desire of the lady in question became a law to your very humble servant.—The Bystander in Haberdasher.

Clothes From Seaweed.

A marine textile has been discovered in Australia. It is a sea-plant of the genus *Posidenia*, which is abundant in Spencer Gulf. This plant contains fibres fit for conversion into threads like cotton. Mixed with woolen threads, it takes the dye like pure wool.

The fabric woven from this plant is excellent, among other purposes, for coffee sacks. Attempts have been made to use the weed instead of hemp and wood pulp in papermaking; and, although unsuccessful so far, they are still in progress.

The weed from which this textile is made is not of present-day growth, but consists of fossilized vegetation, the softer parts of which have decomposed, leaving only the hard and fibrous portions. The supply is considered almost inexhaustible.

Mark Twain As An Attraction.

A girl who was a stranger to Mark Twain once found her way into his Bermuda home with the hope of getting a sight of the author. She came suddenly in contact with him and frankly explained her errand.

"Have you seen the crystal cave yet," he asked, "or the aquarium?"

"No, I came to see you first," she answered.

"Well, you shouldn't have seen me first," he answered. "I run in opposition to the crystal and the aquarium. But they're not shucks to me. I'm lots better. I give them their money's worth. But you should see them. Then you'll appreciate me."

This was said in his most earnest drawl and with only a sparkle of humor in his keen blue eyes.

The only reason some believe they are saints is that their neighbors wish they lived in another world.

Eleventh Annual Convention of National Gideons.

Detroit, July 19—The following programme has been arranged for the eleventh annual convention of the National Gideons, to be held here July 22, 23 and 24:

Friday.

10 a. m.—Assembling. President A. B. T. Moore, Cedar Rapids, presiding.

Devotional services and Bible reading by C. D. Meigs, Indianapolis. Registration.

Annual State and Canadian reports. Appointments of committees, etc. 1:30 p. m.—Steamboat excursion.

River ride, to show the city's immense river frontage and her large industrial interests, Fort Wayne, Belle Isle, and an afternoon of social intercourse on the most beautiful river in the world.

Get tickets from local camp President, Aaron B. Gates.

7:30 p. m.—Meetings will be conducted at the City Rescue Mission, 166 Randolph street. Leader, M. M. Sanderson, Buffalo.

Volunteers of America, 57 Monroe avenue. Leader, H. Wilbert, Pittsburgh.

McGregor's Mission, 233 Brush street. Leader, C. H. Reeves, Philadelphia.

Saturday.

9 a. m.—Devotional services, led by W. R. Reed, Pittsburgh.

9:30 a. m.—Business session. Vice-President J. C. Brown, St. Louis, presiding.

Unfinished business.

Annual reports of National Secretary, National Treasurer, National Chaplain, National President.

New business.

1:45 p. m.—Devotional services, led by Fred Bruce Horn, Toronto, Can.

2:15 p. m.—New business, continued. President A. B. T. Moore, presiding.

3 p. m.—Election of officers: National President, National Vice-President, National Treasurer, National Chaplain, National Trustees (two for three years).

Choosing convention place for 1911.

Announcements.

7:30 p. m.—Devotional services, led by Mrs. Gordon Z. Gage, Detroit.

8 p. m.—Camp Fire—Round Table. Leader, S. E. Hill, Beloit, Wis.

Topics:

1. How to produce the best results in State and local camps. Leader, J. W. Weakley, Chicago.

2. The best method for Bible distribution. Leader, National Secretary, W. E. Henderson, Chicago.

Sunday.

8:30 a. m.—Consecration service, led by W. J. Simmons, Birmingham, Alabama.

10:30 a. m.—Church services. Our work and Bible plans to be presented. Convention Hall, Griswold House.

3:30 p. m.—Gospel rally for all. Leader, John H. Nicholson, Beloit, Wis.

7 p. m.—Hotel meetings:

Griswold House—convention hall. Leader, Tom Blodgett, Wichita.

Normandie Hotel—billiard room. Leader, B. M. Comins, Omaha.

Ponchartrain Hotel—dining room. Leader, T. P. Eastland, Dallas.

Tuller Hotel—reception room. Leader, Geo. W. Reid, New York City.

Cadillac—convention hall. Leader, John B. Harker, Minneapolis.

First Baptist Church,

Cor. Cass Ave. and Baggs St.

8 p. m.—Concluding mass meeting. National President A. B. T. Moore, presiding.

Annual sermon by National Chaplain Rev. L. C. Smith, D. D., Waukesha, Wis.

Personal Christian service, practically demonstrated, by National Secretary W. E. Henderson.

Gideon Circle and benediction, in charge of Vice-President J. C. Brown.

Music in charge of Geo. S. Webb, Detroit.

He Earned His Salary.

At a time when the public were hearing a great deal of new "industrial combinations," one of the newly arrived captains of industry found himself in a Western city in extreme need of communicating with the New York end of his enterprise.

He had almost completed an arrangement for the consolidation of a number of Western enterprises, but in order to obtain final authority he needed from New York it became necessary to explain, by wire to his partners, all he had done in the West.

The situation permitted of no delay, such as would ensue should he write; and, to make matters worse, he had no cipher code. For some time the financier racked his brains to evolve some method whereby he might communicate his information to his associates in New York, but in such manner that it would be meaningless to any one else. He could, however, think of no such method, and at last was forced to the conclusion that he must take the chance of sending the message in plain English. Accordingly, he drew up the message and gave it to his confidential man to send.

About half an hour later, when the confidential man again came in, he was asked whether he had forwarded the wire.

"Yes, sir," said the man; "but not exactly in the way you proposed. I rewrote it; the first word on one company's blank, the second on another company's blank, and so on. In that way I sent half the message by each company, neither half, of course, meaning anything to one not in the secret. Then I sent a second wire by one company reading:

"Read messages together, alternating words."

Not long afterward the confidential man was receiving a larger salary.

Relative Popularity.

The Rev. Dr. Fourthly—It was with the greatest difficulty that I persuaded my congregation to let me have a month's vacation this summer.

The Rev. K. Mowatt Lightly—It must be distressing to preach for a congregation as ungrateful as that. The people of my church voted unanimously that I might go away in June and stay all summer if I liked.



THE ticket, bearing our trade-mark, which will be found on all "Ideal Work Garments for Men," gives to the consumer a simple method of identifying them, and satisfying himself that he is getting the best that can be produced, for it is a guarantee of good material, good workmanship, a comfortable garment and one that will give satisfaction in every particular. ❀ ❀ ❀ ❀ ❀

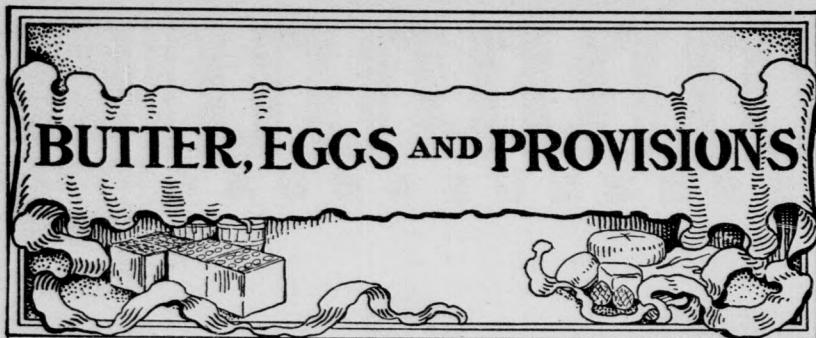
The Ideal Clothing Co.

Wholesale Manufacturers

Grand Rapids, Michigan



RENOWNED FOR
FIT AND WEAR



Observations by a Gotham Egg Man.

The cold storage houses reporting in the American Warehousemen's Association show 2,234,000 cases of eggs on hand July 1 against 1,911,000 cases at the same date in 1909. This is an increase of about 17 per cent., while the figures representing the holdings at New York, Chicago, Boston and Philadelphia as given last week showed an increase at these points of nearly 40 per cent. The wide difference in the indication of percentage increase in the two reports is doubtless due to the fact that the increase of holdings this year is greater in those Chicago warehouses which do not report in the American Warehousemen's Association. It is quite probable that the percentage of increase for the country at large—compared with last year—is somewhere between the figures above mentioned—very likely about 25 to 28 per cent.

Considering the fact that last year's storage accumulations, put away at a much lower average cost, made a very small average profit—if any—many of them being closed out at an actual loss even although we had an unusually long and early period of hard winter weather and a remarkably small December and January production, it would seem that so large an increase in accumulations this year could hardly be expected to yield satisfactory results. The outlook has, however, been somewhat improved by the developments of the past three weeks. This period has been marked by a great deal of extreme hot weather with its accompanying waste in eggs through deterioration and spoilage, it has led to a considerable bank of comparatively low priced storage eggs which will probably push off the time when early packed eggs may be profitably moved to any extent, but it has also increased the incentive for farmers to market fowls by forcing a much lower level in the prices for eggs at primary points and this may be felt in a lighter fall production than seemed probable earlier. Still it is a situation in which holders of storage eggs will be satisfied with a very meager profit at all times and the recent scale of receipts at leading markets gives no promise that we shall begin to make any net reduction in storage stocks at any earlier date than was the case last year. The accumulations include a liberal quantity of very good eggs put away at comparatively easy prices during the cool weather of late May and early June; these will doubtless be the first to move and while some reduction will doubtless be made in

them during the summer it is probable that their place will be taken by cheaper and poorer eggs of current collection until some time in August.

According to the Philadelphia Enquirer Jacob D. Weiss, a butter and egg dealer at 416 South Second street, that city, was fined \$200 and costs recently by Judge McMichael in Quarter Sessions Court on charge of selling eggs unfit for food. Weiss was convicted last April, but sentence was deferred pending disposal of several additional charges of selling "rots" and "spots." These indictments, however, were dropped after the fine was imposed upon Weiss. It was shown that thirty dozen eggs were purchased from Weiss' driver by Max Porter, a baker of 103 South Leithgow street. The eggs were seized by Harry P. Cassidy, agent for the State Dairy and Food Commission, and tested. Seventeen dozen were found to be badly decomposed. —N. Y. Produce Review.

The Farm as a Field of Saving.

Elimination of waste is fast becoming the industrial watchword. It engages the best effort of chemist and capitalist, inventor and executive. Process and method are ceaselessly tested for improvement. Here lies often the margin for competitive success between corporations or nations.

Conservatism merely pictures the biggest phase; being everybody's business, its application came last. The first and fullest demonstration has been given by Standard Oil, abhorring waste as does Nature a vacuum. The doctrine is applied most picturesquely by the packers, in utilizing all but the "squeal." Coal tar, yielding its chemical wonders, and cottonseed worth \$100,000,000 a year, are vivid examples of nuisance transmuted into gold. There is a trinity of possible saving in this modern economy—of time, labor and material.

Much of the credit for what is achieved so far belongs to the trust; that is, in fact, mainly its justification. The widest opportunity for saving lies to-day in the trust-free field of agriculture, the most ancient industry. The farmer is our greatest master, squandering his patrimony of soil fertility and neglecting manifold opportunities. It is no wonder that certain railroad executives, in current discussions of economic problems, are prone to read him lectures, taking for text the carelessness of his extensive rather than intensive methods and the paucity of his results per acre.

Sometimes the poor farmer faces a wastefulness springing from very success. He is occasionally burdened with an unmarketable surplus, although the case is seldom now; for the refrigerator car has worked wonders in widening his market horizon. Likewise the best sugar factory is a valuable auxiliary to many of the dry farms of the West.

Nearer home is a minor but worthy example of how industry may help out agriculture. There has lately been a surplus of potatoes quoted too low, in face of a new crop. But not all these millions of bushels will be destroyed, as would formerly have happened. In Maine, for example, the starch factory has crept in near the big potato fields, and to those growers not too small or remote there is offered here some salvage. Thus, in last fall and spring combined, something over 3,000,000 bushels of potatoes unfit for seed or table use, and therefore unfit for shipment, were turned into starch along the Bangor & Aroostook, producing about 14,000 tons of starch, worth \$60 a ton.

When the American farmer can, in such ways as these, stop the little wastes at one end and by intelligent effort prevent the greater wastes in the beginning, another long step will have been taken toward attainment of the economic comfort and efficiency of the nation.—Boston News Bureau.

Many mistake a sealed head for a sanctified heart.

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

SEEDS "For Summer Planting"

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

All Orders Filled Promptly

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

W. C. Rea **REA & WITZIG** A. J. Witzig
PRODUCE COMMISSION
104-106 West Market St., Buffalo, N. Y.
"Buffalo Means Business"

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

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

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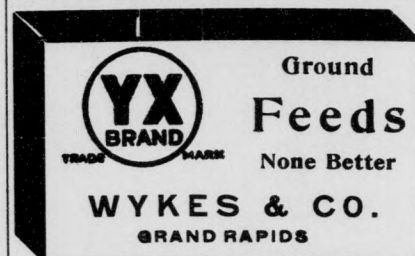
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BAGS New and Second Hand

For Beans, Potatoes
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THE NEW FLAVOR

MAPLEINE

Better
Than
Maple

The Crescent Mfg. Co.,
Seattle, Wash.

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

Some Interesting Facts About the Potato.

Every day during 1909 the inhabitants of Greater New York consumed 27,500 bushels of potatoes, or fifty-five carloads a day, making for the year 20,172 carloads of 500 bushels each. The total receipts at the depots and docks, which do not include the thousands of bushels hauled to the Wallabout Market in Brooklyn by Long Island growers, amounted to 3,361,733 barrels of three bushels each. If the 20,172 cars required to carry these potatoes were made into one solid train it would reach from New York to Albany, a distance of 142 miles. The average price of these potatoes at wholesale, was \$1.75 per barrel, making a total of \$5,833,032 for the year. They cost the consumers at least \$4 per barrel, making their bill for the year \$13,446,932. This is a tidy sum, but it is paid for one of the most universally used vegetables.

The greatest commercial potato-producing states are, in order, New York, Michigan, Maine, Wisconsin and Pennsylvania. Nevada produces the smallest amount of any state. Last year she harvested 540,000 bushels, valued at \$459,000. New York's acreage last year was 438,000, which yielded 52,560,000 bushels, valued at \$26,280,000 on the farm. Michigan was the next highest producer, yielding from 348,000 acres 36,540,000 bushels, valued at \$12,789,000, an average price on the farm of 34 cents per bushel, compared with \$1.20 per bushel in Florida, 85 cents in Nevada, 65 cents in Pennsylvania, 50 cents in New York and 49 cents in Maine.

Last year the total yield of potatoes in the United States was 376,537,000 bushels, valued at \$206,540,000, an average, on the farm, of 55 cents per bushel for the entire country. Germany is the greatest potato-producing nation in the world. In 1908 she yielded 1,702,803,000 bushels. Russia is next in the size of its potato crop with 1,060,135,000 bushels, while the United States produced only 278,985,000 bushels that year, about 16 per cent. of the crop of Germany. So long as the winter price of potatoes in New York is not above \$2 per barrel there is no importation. Three years ago the price in New York went up to \$3 and Germany, Scotland, England, Ireland and Belgium shipped about 350,000 bags of 168 pounds each, paying a duty of 70 cents per bag. A barrel and a bag in trade vernacular are the same in quantity. In the railroad yards of New York, of which the principal ones are at Thirty-third street and Twenty-sixth street, a bag weighs 180 pounds, while at the Barclay street dock the ordinary bag contains 168 pounds. The majority of potatoes are shipped in bulk and sixty pounds constitute a bushel. New or spring potatoes are shipped in barrels.

Within the last score of years Virginians, especially those in the section around Norfolk and up the eastern shore of the peninsula, which includes Accomac and Northampton counties, have learned how much

more profitable truck-farming is than growing tobacco or other staple farm products. Hardly had the war closed when a few Northerners who had served in the army realized that the South presented great possibilities in truck-farming. It took years and costly experiments to segregate the various vegetables in their best soils. So carefully has this been done that each State, or specific portions of them, is now noted for particular lines of truck. For instance, the east coast of Florida is celebrated for the finest commercial new potatoes, and the west coast of that State for the first strawberries; Southwest Texas for the early Bermuda onions; the Imperial Valley of California for the first cantaloupes; and Norfolk for winter spinach and strawberries, followed by cabbage and potatoes.

For about fifteen years Cape Charles, right at the south end of what is known as the Virginia peninsula, has been noted as a potato section. With the Atlantic to the west, this Virginia peninsula is peculiarly adapted for sweet and Irish potatoes. Within five years the Irish "spud" has commercially so crowded the famous sweet potato of Virginia for prominence that it is now far ahead of it. This year Accomac and Northampton counties, which constitute the peninsula, will yield 1,500,000 barrels of Irish potatoes, equal to 4,500,000 bushels, a great majority of which reach the Northern markets. A fair average wholesale price for these is \$2 per barrel or \$3,000,000 for this one product. Deduct from this 50 cents a barrel for marketing and the growers get \$2,225,000. Just across the bay from Cape Charles is Norfolk. The trucking sections there will yield this year 800,000 barrels of potatoes, three-quarters of which come to New York. This crop will bring the growers \$1,200,000, so that the commercial potatoes of three counties in Virginia this year will yield growers \$3,450,000. Irish potatoes grown in the South will not keep through the winter as do those of the Northern States. The Southern crop must be consumed upon arrival in the market or the potatoes soon rot.

Ten years ago an experiment was made with Irish potatoes at Hastings, Florida. From this small venture Hastings has become the first section to ship any quantity of early Irish potatoes North. The land is well adapted, when liberally fertilized, and in ordinary years will yield forty barrels to the acre, which is but a trifle over half the acre yield in Aroostook county, Maine, and is equal to the average yield of New York State. Preceded by a mere handful of early potatoes from Bermuda, which begin to arrive in February, the Hastings potatoes always bring a fancy price. Growers begin to ship from there by May 1, and the first price is about \$6 per barrel. This year 150,000 bushels were raised at Hastings. The entire crop is harvested by June 5, and before these potatoes are out of the way those from Georgia and South Carolina are ready, followed by those from North Carolina. Portions of North Carolina

and Norfolk ship at the same time, depending on weather conditions. This year the stock from each section was on the market at the same time, Norfolk being about two weeks earlier than usual. The Virginia peninsula crop is usually two weeks later than that of Norfolk, but this year the season was so far advanced that they were not a week apart.

Because of their early maturity the average price for Florida potatoes is the highest of any State in the Union, being \$1.20 per bushel, compared with 50 cents in New York and 49 cents in Maine.

By the time the stock from the peninsula of Virginia is over South Jersey comes in with its giants. Long Island follows closely on the heels of South Jersey. In no section is the cultivation of potatoes so general as on Long Island. In the New York market Long Island potatoes the year around bring 50 cents a barrel more than the ordinary State stock. But few of the Long Island potato growers plant native seed. They go to Aroostook county, Maine, every year for it.

Aroostook county is almost synonymous with potatoes. In seven years potato-growing in that far northeast section of the United States has become a science. Mammoth warehouses built of brick dot the potato section. In these are machinery which sorts the stock, also great furnaces or steam plants to keep it from freezing. The annual yield from this county is about 14,000,000 bushels. Maine produces more potatoes to the acre than any other State, the average being 225 bushels. Idaho comes next with an acre yield of 200 bushels; Utah and Nevada yield 180 bushels each; Vermont, 155 bushels, and New York, 120.

H. L. Preston.

Often the struggle to keep the wolf from the door also keeps the serpent from the hearth.

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FRUITS AND PRODUCE

Grand Rapids, Mich.

THE SINGLE SEASON.

Enormous Saving in Money To the Furniture Manufacturers.

This week will practically wind up the furniture opening. When the books close it will probably be found that the number of buyers to visit the market makes a new record. In the matter of business transacted the reports indicate little, if any, better than just fair. The East is troubled with a Wall street that is suffering from cold feet and industrial conditions that are not altogether satisfactory. The Coast trade was light during the spring and with floors still filled orders from that quarter have been limited. The West and Central territories have been influenced by the crop reports. Buyers from the corn country have felt good, those from the wheat districts uncertain, while the opening is regarded as a fair index of what the season will be, yet it will be a month before hopes are confirmed or doubts removed. Instead of just fair the mail orders may make the season a bumper.

There is a growing sentiment in favor of a single season, to open about June 1 and to continue a month or six weeks, and some of the leading Grand Rapids manufacturers are advocating the idea. It is unlikely that any change will be made this year, but it would not be strange if the next January sale were to be the last spring opening. In the old days when radical changes were made semi-annually in furniture styles the two openings, in July for the fall trade and in January for the spring, were necessary. In this day of "period" furniture, however, the January opening is a good deal of a farce. The big lines of new patterns are brought out in July; the January sale may show a few things that are new, but it takes an expert to see the difference. The buyer who visits the market in July can with his memorandum, catalogue and photos make his selections just as intelligently and well at home as by coming here. The advantages of the one season would be economy both to the buyers and the manufacturers. The average opening costs the trade at least a quarter of a million dollars, not including rental of show space or the extra cost of getting out the samples. If all the expenses were counted the total would probably be nearer half a million, and it is urged that it would be better to save this expense.

Another argument for the single season is the changed conditions of trade. The American habit of outdoor life in summer, resorting and travel, has greatly reduced the spring demand for household furniture of the substantial type. What is called for most is light stuff for the cottage, the country house, the bungalow and the porch. In the fall when the folks have returned from their outing then they buy real furniture, and the patterns brought out in July, it is urged, ought to be good until the next July.

The only novelty seen in the mar-

ket this season is a small line of what is called "Classic American," with John E. Brower as the designer. The goods are in two types, one based on Colonial ideals in mahogany, the other showing English and Dutch influences in mahogany and oak. The "Classic American" is attractive and the trade has taken to it kindly, but it is doubtful if it will crowd out the "Period" stuff that has the weight of tradition, long popularity and accepted merit behind it. This is not meant as a reflection on "Classic American," but it is merely to recall that to the average citizen an exact reproduction from Lord Dunsinno's castle looks better than an original idea.

There has been much discussion of late as to the relative merits of solid and veneered furniture. Much that has been said is based on ignorance. In high grade furniture much of the mahogany that is shown is solid, and there is much also that is veneer. The veneer is not used to cheapen the production, not in high grade goods, but because it is the only way to produce the effects desired. Crotch mahogany shows a marvelous figure in the veneer; it would be not very much different from other veneer if solid. Circassian walnut in veneer is a veritable picture in wood, but solid it is not very striking. When veneers are used it is for the panels where the figure shows; the posts and other solid parts are all mahogany. In actual use the veneered furniture is as durable as the solid and some contend that it is more so. Built up of three to five thicknesses lying crosswise the veneered panel can not shrink, warp or check. It might not stand a steam bath, but for that matter neither would solid furniture.

In chairs veneer is often used for the back, especially when the design shows a lattice or a scroll. The solid wood would split or break, but the built up back veneered will stand all kinds of reasonable strain with safety. One manufacturer making a Colonial reproduction with bent top and spindles uses hickory stained to resemble mahogany. The substitution is not for cheapness but because hickory is tougher and will stand the wear.

The enterprise and co-operation of the manufacturers in this city have given buyers in this market an advantage they do not have elsewhere. Many buyers take a little at one factory, a little at another and more at a third. Formerly they had to pay a car loading company to assemble and load these scattered orders and the cost was \$15 to \$25 a carload. Twenty-seven of the local manufacturers have an organization and buyers who place orders with them have the goods assembled and loaded without cost to them. Other manufacturers can ship on the same car by paying 10 cents per 100 pounds loading charges and as much more for drayage where necessary. Manufacturers at other points can and often do send goods here to be sent

through with the Grand Rapids orders, and these have to pay drayage and loading charges. The associated manufacturers have a central warehouse and station downtown, substations in the north and south ends and on the West Side, and in addition every member's shipping room is an assembling station when it is more convenient than the usual stations. The loading is done by experts and if the packing or crating as delivered at the station is defective the experts see that the trouble is remedied before loading. Under this system there has been an appreciable reduction in the claims for damages and breakage. The expense of this service is divided pro rata among the members.

Human Hibernation.

In some of the remoter provinces of Russia there are peasants who are addicted to what is practically hibernation. When the harvest has failed and provisions are scarce they lie down on the top of the great stove in the inner room, the kitchen of their hut. The stove is high, reaching almost to the roof, and the space between this big brick structure and the roof is the ordinary sleeping-place of the family. Lying down upon the long, flat stove, the peasants avoid all talking and all exertion, except such as is necessary to keep the stove replenished and they sustain life by eating at long intervals a little black bread soaked in water. The hut is both dark and silent through the winter.

Some merchants are so afraid of making a mistake they never make an original departure from the traditional methods of retailing in their little burg.

Post Toasties

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

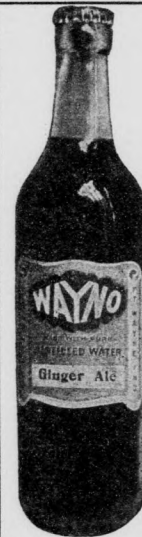
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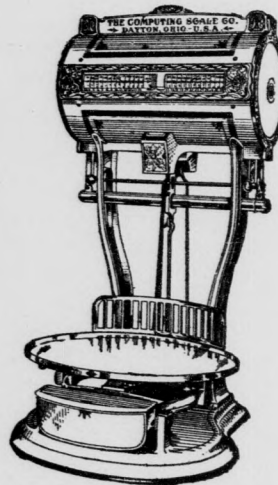
Has that delightful aroma and flavor that judges of fine Ginger Ale appreciate. The price is low, too, considering the quality of the goods and the method of packing. Write us today.

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Letters Patent of the United States
Reissue No. 11,536, granted April 28, 1896
No. 597,300, granted January 11, 1898



Warning

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

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

All manufacturers, sellers and users of such infringing scales are hereby notified that our attorneys are instructed to protect our rights in the matter in every way possible, and will bring suits in the United States Courts against them for unlawfully manufacturing, selling or using scales of this kind.

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BIG BILL BAYARD.**How He Found a College Education Advantageous.**

This is the true tale of how Big Bill Bayard gained benefits from a college education:

It is not posted with the assurance that every one can do the same. Probably you couldn't. The system laid down here is fitted only for young men of the fiber of Big Bill Bayard. It is a case of pick your man and the rest runs easy.

It may be revealed, however, that Big Bill is a success. His graduate good fortune must be taped by worldly measure, but there is no stepping 'round it—Bill is a success.

When Big Bill was thrust into the university whirl by his doting parents he didn't think he was going to like it. A hair-breadth entry by the examination route didn't place him much at ease. Neither did the "classical" and literary courses slated for him. Then, by reason of his bulk and sinews, he found himself enthusiastically nominated for the freshman "scrub" eleven, an institution designed mainly to serve as battering obstacle for the varsity stars to wreck at sweet will.

Big Bill entered the practice sessions with vigor. In the second week the lithe young captain and quarterback of the "scrubs" went to the hospital and his name was added to the compendium of football injuries the newspapers were heaping up. Then Bill hulked into view and was acclaimed as leader. He accepted the job.

That freshman organization of '02 is still remembered as the most effective under-graduate machine that ever bucked the regulars.

The night of the annual "class rush" came and it was Big Bill who towered to the forefront and parceled out the "freshies" in squads for attack. That year the sophomores were wiped away from the flagpole circle in such a short time that the throngs who had gathered on the stone steps of Ebenezer hall were disappointed at the spectacle.

It was the stentorian commands and exhortations of "Big Bill" that led the freshmen on to victory and possession of the proud sophomore banner. The next morning the crown of real leadership was affixed to "Big Bill" for keeps. Among the numerous whitewash numerals which defiled the buildings, fences and statue of the founder was found the following inscription:

"Hurrah for Big Bill—'08!"

Of course the "frats" wanted Bill, and soon he was signed up with a society which had a title like a short order from a compositor's case. It did not take him long to feel at home. The initiatory process had scarcely worn off before he was on the House Committee as representative of the freshman contingent.

President of the fourth year class was the eminence he gained after balloting, in which he did not refrain from hinting at his receptive attitude. At the class banquet he was toastmaster. All marked how emphatically he enforced the rule as to four

minute speeches. Few found reason to comment on the fact that his own address ran for twenty-five minutes. When the sophomores tried to kidnap the liquid buoyancy, contained in six kegs, it was Big Bill who controverted the plot by real generalship and saved five of the barrels for freshman consumption.

In the spring of the year he was made assistant manager of the university track team. His chief was a real, breathing senior, but that did not prevent Big Bill from making an arbitrary change in the schools representation at the big conference meet. Nor did he permit the vindication of his judgment to go unsung following victory.

At the beginning of his sophomore year we find Big Bill exerting his ingenuity on the optional study problem. This was followed by his election as general business manager of the Pink Unicorn, the important college publication. The sophomores became divided as to the forward march of our hero, and the class Vice-President was the best he could hook. But soon a new trophy came his way, and this was an important one. He was hoisted to the managerial prow of the Glee and Mandolin Club and he was soon at work booking their spring route to highly successful advantage.

In the case of the average college hero it would be narrated how he burned the midnight tapers in order to keep his scholastic ranking abreast with his student life successes. Bill skimmed lightly over optionals and bluffed his way through classrooms in a manner that held tutors spell-bound.

Big Bill was a hard worker, according to his own way of going. But he didn't wait on table, tend furnace, mow lawns or perform any of those tasks in which self-supporting students glorified themselves and their humble duties. Bill didn't need the money he got from home, but in his own earning pursuits he kept his hands soft.

In the junior year Big Bill attained what he had been lurking for. He became manager of the eleven. This was the real elevation. Here he had the chance to enlarge and expand. He was not a silent force for good and welfare. Big Bill, the manager, was in line for the ordeal of being hoisted to student shoulders. His address was listened to as rapidly as that of the demon quarterback or the revered President on the night before the big battle of the season.

Big Bill was apparent, but he did not make the error of being merely vociferous. He was no mere cheer leader.

Thus tripped his upward course. As a senior he had the winning twisted around his fingers. He became class President and was impresario of the annual opera, that year its title being "The Khedive of Kazump." At the graduation ball he led the grand march. The framed portrait galaxy of the class of '08 contained his masterful countenance in the main oval, while that of the principal expanse of brow had an obscure niche nearest the photographer's signature.

"Hurrah for 'Big Bill,'" was the dominant note of graduation week. When he departed he was forced to make a speech on the observation platform, just like a presidential candidate.

Big Bill, having graduated, looked around at his prospects. Then he plunged.

Recently a fellow graduate, a struggling subluminary of the legal world, made the following report on the progress of Big Bill:

"That fellow figuratively threw his degree in the lake and pitched in. Now look at him, after two years. He is assistant superintendent at the Impregnability Steel corporation mills. If he is not in line for the old man's seat within another twelve-month, then the semaphores are all awry. How did he land it? Oh, he knew a little about metallurgy, but he knew a heap more about handling men.

"Big Bill is still boss. At first they said his youth would go against him, but he soon showed those husky foremen where the gangplank was hitched. They say he has increased the output of the plant by a real percentage. The old man, that is, the superintendent, is the stormy one, but Bill is the real energizer. Where he will stop we can not figure. It is on the books that some day he will hold the whip hand at directors' meetings.

"Bill got more out of college than the rest of us altogether. The results of his studious application practically amount to nothing. According to the popular impression he wasted his time all the way through college. While the brainy boys were poring and knitting their foreheads, driving laundry wagons in spare moments, he was applying a parlor match to the golden hours.

"There's no dodging the conclusion—in college he had full sway to exercise his ability in handling men. He bossed us for practice and we kept him in constant training. Before he left he had us in his palm more firmly than all the faculty put to-

gether. It wasn't mere popularity or superior managerial ability, for that matter. Eugene E. Morgan.

The man who has no port always has many contrary winds.

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WHEN NAN COMES HOME

And What Happened After She Got There.

Written for the Tradesman.

Coming events in the Wadleigh homestead seemed to be casting their shadows before and the shadows were too dark and too clearly defined to be agreeable. Father Wadleigh was something of a pessimist when he settled down to business and when this happened his worthy wife found it difficult to lighten his gloom. The burden had been borne for a long time now and like most burdens increased in weight proportionately as the strength supporting them lessened.

The fact was Nan, the only child, had been almost four years in college and in a few weeks now would be at home for good, a condition cheering enough in itself, but Father Wadleigh, since the girl's senior year began, had got the notion into his dear old head that her college life had unfitted her for the old home life to which she was soon returning; that they, the old folks, could furnish no companionship for her; that she consequently was to be lonesome and unhappy and that the very training supposed to be the one thing needful to make the young life successful was going to be the cause of constant discontent and unhappiness.

As long as Nan was at home and getting ready for college her hopeful certainty as to the future satisfied them that that was the only way, little thinking, as they could see now, that the minute the girlish sunshine left the house, that was the last of her and the sunshine. The old home life was over, the new life for her had begun and that was the last that they should see the girl and the sunshine, and they were cast down indeed. So the weeks wore away from winter to spring and from desolate May to Commencement, and much against Father Wadleigh's wishes and good sense they went to see Nan come off with the flying colors she had gone to college with; yes, a little comforting, but what could they do with a college valedictorian, maxima cum laude, as the diploma put it, in that old farm house two or three miles from the village.

As may be supposed, Mother Wadleigh made the most of the time and occasion. It was something of an honor to have Nan, their Nan, the cream of the class, come to the front with her sweet young face, brightened with the joy of a splendid womanhood, and forecast by the thoughtful, practical essay that she read what the future was calling for and how it seemed to her the requirements could be met; not a bit of the visionary, but a simple daily way of looking at things and meeting them as it seemed they could best be met.

Of course the congratulations were bright as to the future and abundant. Mother Wadleigh beamed with happiness, as she ought to do, and even her gloom-loving husband for a time forgot the cloud or at least seeing a bit of the silver lining that the proverb has given it, a condition of

things which lasted until they turned the bend in the road where the old house under the ancestral elms showered with sunlight gave as hearty a welcome home-coming as it could give aided by the meadows, "knee-deep in June," the orchards already showing signs of overflowing apple bins and the remoter woods, the whole a very pleasing picture to the young woman who for four studious years had been cheered by this home-coming, which was hers at last.

Then, as you may believe, in Father Wadleigh's eyes the sun went into a cloud. "Now Nan, what are you going to do with your valedictory off here in the woods?" and swift and decided came the answer: "What am I going to do? Tumble the valedictory, the diploma and the text books into a box in the attic and go to work. What else is there to do and what else should I want to do? In the first place Mother is to have a long and much needed rest and you are going to stop casting shadows before or anywhere else, and if we three when we get fairly down to it can't make two blades grow where one has been growing then there must be a good reason for it and we are going to find out what it is. Hit old Jim a cut with the whip, Dad, I want to get home and begin," and from then on until old Jim halted at the L door the young brain, planning what was going to be done and the older one looking ahead to the final home-leaving which was only another word for forever.

When the sun comes out it does not take long to forget the darkest tempest and it did seem as if the old homestead the minute that old Jim and the carryall hove into sight knew what was coming and brightened up. I know that the old elms began to beckon, "Hurry up," the minute the bend in the road was made and every blessed twig that had any wave to it did the same thing. Old Tige fairly howled with delight and even the fowls from turkey cock to chick stopped oiling their feathers, as if by common consent there wasn't going to be any more wet weather now Nan had come home!

If you will believe it trouble began five minutes after that girl got into the house. "First thing, 'Home, Sweet Home,'" and open came the piano and the dear old chords were struck, but the result was anything but sweet and Nan, with an exclamation, rushed to the phone, only to find where it used to be. "Why, Mother, what's become of the phone?" and while Mother Wadleigh was telling that Father was of the opinion that they better try to get along without it and had been doing so in came the bad weather predictor. "Yes, Nan, we old folks don't need it and times are hard and prices are up and every little makes a mickle. There's no knowing what's coming and we want our lamps trimmed and burning, you know."

"Yes, Daddy, but you blew yours out. That means you're dead. Now I've come home you must begin to breathe and move and have your being again. I want the phone first

and this piano wants tuning and I want the neighborhood to know that the old Wadleigh place has come again to its own. That's what we want to get the double blade of grass business started for—to keep things living and moving with enough over to keep us out of the poor house. Well, we'll have to see to these things the first thing in the morning.—I'm hungry. What do you good people want for supper?"

"Now, Nan, don't you bother. I will—"

"Oh, no, you won't. I know there isn't a blessed thing in the house to eat and I'll—never you mind what. Make me a quick hot fire, Daddy, and —"

"Don't bother your father with making the fire, Nan. He hasn't made one since you went away and he does litter up things so."

"Indeed and I will bother. Daddy, oh, say, Daddy, you're to make a quick hot fire at once and if you litter things up there is going to be trouble. Come on now—oh, Paps, do move as if you had some life in you. That's it.—Now, Mother, if you come fussing out in the kitchen you are going to get shut up in the wood-box. My graduating supper is going to be classical and it's going to be worth eating. Yes, Mother, you may set the table in the diningroom, but remember you come into the kitchen at your peril!"

Slowly and rather reluctantly "Paps" Wadleigh was moving stove-ward when a light firm hand took him by the arm and with a "left foot, straw foot," started for the kitchen to the tune of Yankee Doodle, whistled by as pretty a pair of maiden lips as ever sent forth that martial melody. If you'll believe it that "fetched" the old man. He caught the spirit of it all and the two keeping step took up their lively march to the kitchen and in less than no time the stove began to roar its delight and every pan in the pantry and every bit of metal in the kitchen began to twinkle at one another and to exclaim as plainly as such inanimate na-

ture can exclaim, "Hurrah! We are going to have good times again. Nan is at home!"

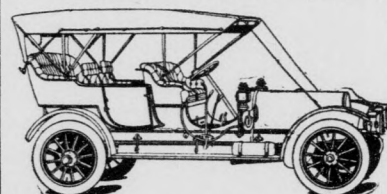
What did Nan have for supper? All right, pig, I'll tell you: Instead of finding nothing to eat in the house

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

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

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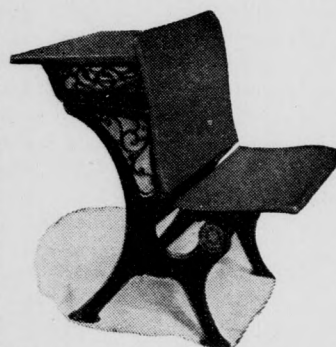
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PHILADELPHI

there was an old fashioned boiled dinner in the pantry and remembering her father's great liking for a boiled dinner hash her nimble fingers soon transformed the cold meat and vegetables into a most delicious compound and then to put the button on she made a "spider Johnny cake"—one of her college training acquisitions, and at the end of a half hour announced the evening meal. That was where the fun came in. "Pops" anticipating some college hurry-up glared with delight at his favorite dish and having disposed of enough for two he looked doubtfully at the cake, piping hot, which Nan at the right moment brought in. At first there was a little suspicious tasting, then a larger one and then with a, "That's what!" he took good care of what Mother and Nan didn't want.

Bright and early the next day Daddy Wadleigh was urgently invited to build a fire and Mother Wadleigh was informed that she could escape violence only by coming to breakfast when the bell rang; and when they did both come in they found a breakfast ready for them fit for the gods; and I may as well say here as anywhere that ever after, when Nan was at home, it was she who managed things in the back part of the house and so managed that neither waste nor want dared once to appear even at the back door.

There wasn't any nonsense about calling on the neighbors and Nan, with breakfast out of the way long before the dew was off the grass, was rapping at Wilmot's L door and asking after the hearty greetings were over if she might use the phone. The immediate result of that was that a phone was ordered and the piano tuner asked if he couldn't manage to come over with the phone man and come right straight off. After that the people of the neighborhood were called up one after another and by the time Nan was ready to go home there were rides and picnics and parties enough set afoot to keep everybody going all summer. Even Dr. Richardson, who had left his sermon to answer the phone, announced to his wife who had called him up and expressed the belief that now Nan had come home things were going to brighten up a little.

Not that; they brightened a great deal. Everybody and everything seemed to have a newness of life and even Father Wadleigh stopped the acute enjoyment of his coming misery. He was indulging this one afternoon with some old friends of his and Nan heard him. "Don't you believe him, Mr. Ringe. I've come home to stay. There is not any better place than this, and what Daddy is afraid of is never going to happen. As long as he lives here I'm going to live here and if that man whom Daddy is afraid of should come I won't say him nay, but I stay right here until the best father in all the world and the best mother with him urges me—do you hear that, Daddy?—to go away with him, and even then I won't go!"

That is exactly what she did. For five happy years she was a joy to all who knew her and when then "he"

came, there was no hasty going away; but after Daddy Wadleigh went to sleep and his wife soon followed him Nan did go away with a handsome young doctor, but only to return after a year of wandering to the old home and the old friends, who again rejoiced when Nan came home for good. Richard Malcolm Strong.

The Costliest Perfume.

The average person does not hear so much about attar of roses as formerly. The druggist may be able to drag out a small vial of it from the rear of a closet shelf, its quantity, perchance, reduced by half with the passing of years; but it is more than likely that he will have none at all in stock. What is the use? No one asks for it any more. That does not mean that there is not plenty of the famous perfume to be had, however. Ask some big wholesaler of drugs and he will doubtless be able to tell you quite a different story from the retailer. Very likely he will open the door of a safe and show you what ten thousand dollars' worth of the precious stuff looks like all at once. That is not much in bulk, as it is worth five dollars or so an ounce, wholesale.

As a matter of fact, more than fifty thousand dollars' worth of attar of roses is brought into the country every year. The best is from roses grown near Constantinople. Not only does this bring a higher price than the product of the Bulgarian rose-fields, but its superiority is recognized by a separate classification in the trade. Where does the fifty thousand dollars' worth of this oily perfume go? Some of it as "base" for other perfumes, and some of it where few suspect—to the manufacturers of smoking and chewing tobaccos.

Hot Weather Hints.

Keep cool! If the temperature in your office rises to 106 degrees, discard your revolving chair and have the janitor bring out a block of ice and sit on that.

Sleep out-of-doors, and if the nights continue hot swing your hammock between two lawn sprinklers and keep them both going.

If you can not play golf with a hat on and are very bald be careful, before going out upon the links, to cover the top of your head with varnish to keep it from peeling.

A couple of champagne-coolers filled with cracked ice will make an agreeable foot-rest during the busy hours of the day.

Avoid noticing the heat as far as possible. You will find it helpful along these lines to have the maid pour a cupful of ice water over the thermometer every ten or fifteen minutes.

Keep your temper. The man who loses it gets hot under the collar and is in danger of having all the starch taken out of him.

If you are looking for a nice cool spot in which to spend the summer find out just where Messrs. Ballinger and Pinchot are to be and stand in between.

Avoid over-exertion. If you are of a bilious temperament and must have exercise let it be at night, walking the baby up and down the floor or turning the ice cream freezer in the cellar in the daytime.

Do not blame the Weather Bureau because the thermometer is so high. The goats this year are the comet and the Payne tariff bill.

It will be perfectly safe for the next few days, anyhow, to leave off your winter flannels and to let your furnace fire go out. Such sudden cold spells as may now appear, lowering the temperature into the 90s,

can easily be taken care of by your open fireplaces.

Whatever the temperature, do not fail to greet your week end visitors warmly and be careful not to let any coolness arise between yourself and your friends.

Be merciful and do not fire your cook on an already over-warm day. She may explode violently if too suddenly discharged, especially if she is loaded.

This is a good season of the year to invite your unpopular relatives to visit you and to give them the spare room directly over the kitchen.

Spider Republics.

The spider has usually been regarded as a type of the solitary among animals, each individual preferring to live alone. But naturalists have discovered exceptions to this rule, and among the most remarkable are three species of spiders in Venezuela.

The most interesting of these, the *uloborus republicanus*, seem to be truly republican in its instincts, several hundreds of individuals dwelling together in huge webs made up of smaller webs linked together by strong threads and fastened among the branches of trees. On these webs the spiders can be seen moving freely about, meeting and exchanging greetings with their antennae like so many ants. In the center of the main web is a space where the eggs of the entire republic are laid and where at the proper season the female spiders can be seen assembled, each guarding her own.

More opinions are born in the stomach than in the head.

Life owes a living only to the man who gives a life.

You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.

THE BANK MERGER.

Conditions Which Led Up To the Change.

The National City and the Grand Rapids National banks have decided to consolidate. The terms were agreed to last week by the directorates of the two institutions. The plan will become operative as soon as the formalities can be observed, which will probably be some time in the latter part of August or in September. The deal will in a manner wipe out two of the city's financial landmarks, but the consensus of opinion in business circles is that it will be a good thing for stockholders, depositors, patrons and the town, that it will more than ever make Grand Rapids the financial center of Western Michigan.

The consolidated bank will be known as the Grand Rapids National City Bank, with \$1,000,000 paid in capital, a paid in surplus of \$200,000 and undivided profits to an amount not yet figured. The National City, whose capital is \$600,000, will reduce to \$500,000 by the payment of a cash dividend to stockholders and then will share and share alike in the \$1,000,000 capital with the Grand Rapids National, whose capital is now \$500,000. The capital of the City Trust and Savings Bank, the stock in which is held pro rata by the stockholders in the National City, will be increased to \$200,000, with \$40,000 surplus from the accumulated undivided profits of the old banks and the stock will be distributed as before. James R. Wylie, President of the National City, will probably be President of the consolidated and Dudley E. Waters, President of the Grand Rapids, will probably be Chairman of the Board and President of the State Bank annex. The permanent offices of the two banks have not been decided on, but it is probable the State Bank will be located in the present quarters of the National City in Campau square, the National in the quarters of the Grand Rapids National at Monroe and Ottawa, and the Porter block office, now occupied by the City Trust and Savings, could be retained as a branch to the State Bank. There would be good business politics in this arrangement. It would put a strong State bank in Campau square, which now has National banks only; the Monroe-Ottawa street corner is in the heart of the shopping district and the up-town office would accommodate the growing importance of that end of the business district.

The consolidation of these banks is easily the biggest financial transaction in the history of the city. The merger of the Kent and the State banks in the early summer of 1908 involved a matter of about \$6,000,000 total resources. When the Fifth National and the Commercial Savings came together a few weeks later the amount involved was about \$2,200,000. The present transaction is a \$9,000,000 affair, and to this may be added nearly \$800,000 more, representing the City Trust and Savings Bank. Nearly \$10,000,000 in all—it is

a deal that will probably stand in a class by itself for some time.

How was the deal brought about? The question is often asked and not often answered. It is stated the subject was first discussed three or four years ago, but the negotiations then did not pass much beyond the tentative stage and finally was dropped. About two months ago, soon after the announcement that President Dudley E. Waters contemplated a trip to Europe, President Jas. R. Wylie, of the National City, by telephone suggested that the old subject might be taken up again. It was Sunday afternoon and Mr. Waters was at home and he had company and in the company, it is said, were a couple of the directors of the Grand Rapids and also a couple of the National City directors and others high up in financial circles. But Mr. Waters invited Mr. Wylie to come over and when Mr. Wylie came he was quietly ushered upstairs without being seen by the others and the two Presidents had a long and confidential chat, and then the two Presidents consulted with their largest stockholders. Everybody seemed to think the idea an excellent one—good for the stockholders, the depositors, the business interests and for the city. The subject was first brought before the directorates at the meeting Monday, July 11, and both boards authorized the Presidents to go ahead. The next day the terms were finally agreed upon. The last formality will be the ratification by the stockholders at special meetings to be held Aug. 15.

Which bank will have the dominant influence in the new bank? This is a natural question and one that everybody asks, but it is a question which need occasion no great amount of worry. Mr. Wylie is inclined to conservatism and gives attention to detail, while Mr. Waters is naturally aggressive and is disposed to leave detail to others as long as the results are satisfactory. Both are positive in character, strong in their convictions and more accustomed to command than to obey. This might portend some beautiful head-on collision, but fortunately both possess in a marked degree the saving grace of good horse sense. What is true of the two Presidents will apply as well to the two directorates. But when the combination gets fairly settled to the harness, and this will not take long, it will be a hard one to beat. The differences and similarities of character will be elements of strength for the institution that is big enough for all.

When Mr. Wylie entered the National City in 1898 as Cashier it was suffering from dry rot, and the same was true of the Grand Rapids when Mr. Waters took charge in 1901. For that matter about that time there was a good deal of dry rot and stagnation in all the banks. Under Mr. Wylie's administration the National City's deposits have increased from \$1,055,000 to \$2,583,000, and Mr. Waters has brought the Grand Rapids deposits up from \$1,648,000 to \$3,481,000. Other items in the statements

have increased in the same proportion. Abilities that have accomplished such results ought to do things when working together.

This deal will make a change in the relative positions of the city banks. The Grand Rapids National City will have capital and surplus of \$1,200,000 and a liability to depositors of \$2,200,000, and to this may be added the undivided profits, whatever they may be. The Old National has capital, surplus and undivided profits of \$1,375,000 and a liability to depositors of \$2,175,000. The Kent State has \$727,824 capital, surplus and profits and a liability of \$1,227,824. The Fourth National has \$526,719 capital, surplus and profits and \$300,000 additional liability. The other banks range around \$250,000 capital, surplus and profits and up to nearly \$500,000 in total liability. Two banks offering security to depositors in excess of \$2,000,000, one that shows a million and a quarter and another nearly a million and the others up to half a million each—this is a very good showing for a town of this size, and it is a showing that will give Grand Rapids class and standing in banking circles.

In the matter of deposits the new bank will hold first place among the banks of the city, with a total of about \$6,226,000. The Kent State will come second with \$6,101,734, then the Old National with \$5,305,956, and the Fourth with \$2,994,899, and the Grand Rapids Savings, Peoples and Commercial around \$2,000,000 each. The City Trust and Savings now has \$601,802 in deposits, but it is a safe prediction that it will soon climb into the million dollar rank.

In earning capacity the new bank

will have loans and discounts of \$5,826,157 and bonds and securities of \$345,592, a total of \$6,171,749. The Kent State has loans and discounts of \$2,956,262, and bonds and mortgages of \$2,665,073, a total of \$5,621,335. The Old National has loans and discounts of \$4,510,684 and bonds and securities of \$466,186, a total of \$4,976,870. The Fourth has loans and discounts of 2,251,886 and bonds and securities of \$304,231, a total of \$2,556,117. On a basis of capital the Grand Rapids National City will have \$6.17 at work for each \$1 capital, the old National \$6.22, the Kent State \$11.24 and the Fourth \$8.52. The other banks have: Peoples \$17.98, Grand Rapids Savings \$14.72 and the Commercial \$9.33. In the old days when the Kent was by itself with \$50,000 capital it had \$55.90 at work for every dollar of its capital, which explains the big dividends it used to pay. From the stockholders' point of view the small capital bank has its advantages, but the big capital bank is better for the city's business interests and represents greater strength.

This consolidation when completed will be the third in recent years and a net increase in the banking capital of \$300,000. The May 14, 1908, statement showed five National banks capitalized at \$2,300,000 and six State banks with \$650,000 capital, a total of eleven banks and \$2,950,000 capital. The Kent State and Fifth National-Commercial consolidations cut the National banks to four, with \$100,000 less capital, and the States to five, with \$400,000 more capital. Now there will be three Nationals, with \$2,100,000 capital, and the same number of State banks, with \$1,150,000 capital. The surplus and undivided profits in May, 1908, totaled \$2,010,-

THE NATIONAL
CITY BANK
GRAND RAPIDS

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

49 Years of Business Success
Capital, Surplus and Profits \$812,000
 All Business Confidential

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

<p>DUDLEY E. WATERS, President CHAS. S. HAZELTINE, V. Pres. JOHN E. PECK, V. Pres. CHARLES H. BENDER, V. Pres.</p>	<p>HEBER W. CURTIS, Cashier JOHN L. BENJAMIN, Asst. Cashier A. T. SLAGHT, Asst. Cashier</p>
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DIRECTORS

<p>Chas. H. Bender Samuel S. Corl Claude Hamilton Chas. S. Hazeltine Wm. G. Herpolsheimer</p>	<p>Geo. H. Long John Mowat J. Boyd Pantlind John E. Peck Chas. A. Phelps</p>	<p>Chas. R. Sligh Dudley E. Waters Wm. Widdicombe Wm. S. Winegar</p>
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We Solicit Accounts of Banks and Individuals

449 and will under the new arrangement show a total around \$1,530,000. This shows an apparent shrinkage of about \$440,000, and this is explained by the fact that \$300,000 went into the new capitalization of the Kent State consolidation and \$100,000 or more cash dividends will be paid to the National City stockholders.

The English Bank of Radium.

Under the title of the Bank of Radium, London has opened an establishment analogous to the banks in existence in Berlin and Vienna. One single milligram of radium costs a large sum of money. In certain surgical operations fifty milligrams of radium are required, bringing the cost of the operation to \$4,000. Only two of the London hospitals are able to afford such an expense as attends an operation with radium. Hence the purpose of the new bank, which lends radium at the rate of \$2 per milligram per day.

The difficulty will be to get the radium. Until the present time the hospitals using it have received it from Mme. Curie. The principal source of radium as known to-day is the pitchblende of the Joachim Thal mine in Bohemia. Austria has the monopoly of this supply. But pitchblende has been discovered near Guarda, in Portugal, and it is known to be present in small quantities in two mines in Cornwall. The English bank is making search for it elsewhere.

Radium is furnished to the bank borrowers, under bonds, in little tubes, each tube containing a milligram of the precious substance.

Are You Well Insured?

Advertising is the insurance which a merchant carries to prevent the disturbance of his business by the sudden appearance of a competitor in his field.

By his advertising he has led the people into forming the habit of buying at his store. Habits are not so easily broken up as some may imagine. By his advertising he has also expanded the volume of his business so that the appearance of a competitor has less effect than it otherwise might have. A new competitor may be able to get a few of the merchant's customers; but he can not reach that great mass of them who have been his patrons through years as a result of his wide advertising.—Farm Machinery.

Gold Beating an Art of Antiquity.

Gold foil—beaten to the thinness of the lightest ribbon—is one of the arts that is lost in antiquity. So old is this gold foil that it has been found on the tongue and teeth of the oldest mummies that science has uncovered. Also this gold foil was found upon the tombstones and monuments of these earliest peoples. Eight hundred years before Christ the gold beater was an artisan and gold beating to-day is little changed since the Christian era. Egyptian coffins of the third century were decorated with gold leaf and Grecian pottery of the fifth century used it in ornamentations.

Do the square thing by everybody.

FARM WAGONS.

Profitable Line For a Dealer To Handle.

Many forehanded dealers who have been on earth long enough and through panics and temporary setbacks sufficient to realize that there is certain equipment which is absolutely necessary to the operation of every farm, have already placed their orders for their fall requirements, and will stand the best show of getting them when wanted.

It is also true that there are some naturally cautious who wait until the advancement of the crop is satisfactory to them before ordering, and also some whose wagon trade has been light for a year or two past who are still deferring action, and to them, perhaps, a word of caution may be well received, as it is well meant.

Little good can come from holding postmortems on what is past, for it matters little now whether the manufacturers made too many wagons and too good, or whether the farmers and consumers took better care of them and made them last longer than anticipated, we know that for nearly three years the country generally has not taken its normal requirements of farm wagons, yet those in use have been wearing out at the usual rate in hauling the great crops of this country.

For a time our desire for luxuries enforce upon us an economy in the purchases of necessities, but this is only temporary, and the reaction always returns the demand for staples. Such a reaction is now due in farm wagons, for, with the largest acreage of crops ever sown in this country now maturing, nothing short of absolute crop failure can prevent good demand for wagons, remembering that there is no substitute for them as a crop transportation vehicle.

Again the handling of staples and of getting a satisfactory profit on them is purely a matter of salesmanship; there is neither necessity nor sense in handling any line of goods as an accommodation or drawing card. Many a manufacturer, jobber or dealer has learned by bitter experience that in such heavy lines as implements and vehicles very few attempts at "baiting" the trade by making a low price on staples ever succeed—the game is so transparent that the "baits" are taken and the competition on other lines continues the same.

Farm wagons should not be handled either as an accommodation or a necessity, for no dealer can afford to do this because of the investment it requires, and, secondly, because it will cause his competitor to retaliate by cutting price on some other line.

There are few lines handled by the implement dealer which are more clean and satisfactory when conditions are normal than the farm wagon—it requires no experts to set it up, and when sent on its way requires no "doctors" afterwards—twenty or more wagons sent out new each season bearing the dealer's name and address pay a continuous advertising profit that is worth while considering

—there is no chattel on which the dealer takes security which deteriorates so little and is so readily salable as the farm wagon. It is one of the most profitable lines the dealer handles if he is a salesman and treats it fairly, and I challenge any merchant to name any other line of implements or vehicles which have proven more satisfactory or profitable than farm wagons for a continuous period of ten years; providing he has not during that time sold his wagons at less than a net profit of 5 per cent. over and above the cost price plus the cost of doing business, and considering the volume of business done in each line; in other words, I mean to state without fear of contradiction that the farm wagons handled by any dealer who has treated them from a cost and expense and salesmanship standpoint on an equality with his other lines will find they have been handled with less trouble and expense and have paid in net profits equal to any line of goods handled in like quantity for the same length of time. Some lines not strongly competitive for which there is a limited or spasmodic demand may show larger profit per sale, but it is the article that can be sold any time of the year which requires no expense of looking after, and for which there will always be a demand that overtakes and outruns specialties that are only in temporary demand, and require much expense and effort to get started and keep in order.

No merchant is taking any risk in providing for his supply of wagons at this time, for wagons will never again be manufactured and sold in their present form at less price; secondly, the panic of 1907 has not been without its lessons, and there is little danger of the error of overproduction being repeated. In fact, the output of wagons has been so measured by the demand during the past two years that to-day stocks everywhere are low, and there is a real danger that a large demand could not be satisfied. We advise no dealer to buy beyond his reasonable needs, for, while additional profit may occasionally be made by anticipating a shortage, more often it is lost by overloading.

That there will be advances in the cost and selling prices of staple lines is inevitable, for we are on a higher and more expensive plane of living than ever before, and, from the present outlook, are likely to remain there, but the wise business man will adjust himself to those conditions on the basis of what it costs to do business. He will continue to handle

wagons and everything else that properly belongs to his line and make money on them.—E. W. McCullough in Implement Age.

It is no use singing about rising in the arms of faith so long as you forget that faith has feet, too.

In life's play it is often hard to tell whether we have the pity or the envy of the spectators.

**MUNICIPAL
RAILROAD CORPORATION
BONDS**
E. B. CADWELL & COMPANY
BANKERS
Penobscot Bldg Detroit

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

Kent State Bank

Grand Rapids, Mich.

Capital . . . \$500,000
Surplus and Profits . . . 180,000

Deposits
5½ Million Dollars

HENRY IDEMA . . . President
J. A. COVODE . . . Vice President
J. A. S. VERDIER . . . Cashier

3½ %
Paid on Certificates

You can do your banking business with us easily by mail. Write us about it if interested.

Child, Hulswit & Company BANKERS

Municipal and Corporation Bonds

City, County, Township, School
and Irrigation Issues

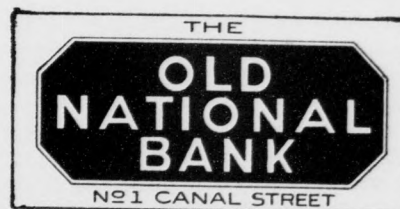
Special Department

Dealing in Bank Stocks and
Industrial Securities of Western
Michigan.

Long Distance Telephones:
Citizens 4367 Bell Main 424
Ground Floor Ottawa Street Entrance

Michigan Trust Building
Grand Rapids

Capital
\$800,000



Surplus
\$500,000

Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3½ % if left one year.

THE SUMMER SLUMP.

How It Can Be Avoided By the Merchant.

Written for the Tradesman.

With many retailers trade in late summer is much less than in other seasons. The problem, "How avoid the summer slump?" is, with many merchants an acute one.

A good plan to avoid the summer slump is to make up one's mind, as did the small boy concerning the apple core, that there isn't going to be any summer slump so far as you are concerned.

Plan to keep something a little out of the ordinary going on all the time—and the more so as the dog star, Sirius, gains the ascendancy. The long, dull, dusty, sticky days are not pleasant to contemplate.

The summer season is, in many respects, the best time for securing trade. Especially is this true of the smaller towns and communities wherein merchants necessarily depend upon country people for the larger portion of their business. In summertime roads are better and traveling is easier. Consequently those who have a distance to come can come more easily than in wintertime.

With many lines of merchandise summer is the time of greatest activity; while all general storekeepers have on hand more or less sizeable quantities of goods that can ill afford to be carried over until next summer. Summer goods of all kinds, seasonable wearing apparel, lawn and porch furniture, summer shoes, and the like, should be pushed vigorously. With many wares it is now or never—and you would certainly much prefer that it should be "now."

While the exigencies of the situation demand that many of these wares be disposed of as speedily as possible, the fact remains that merchants in both the larger cities and in the smaller towns and communities have to fight against heavy odds in winning summer trade. In the larger cities shoppers have metamorphosed themselves into pleasure-seekers. Those of them who can get away at all have gone to the country, the seaside, the mountains, or somewhere else in quest of comfort and rest; while those who remain at home have lapsed into a quasi-somnolence out of which it is difficult to shake them. In the country, of course, the farmers are extremely busy at this time of the year. But, if the city merchant has opportunities peculiar to his situation—opportunities which he converts into successful selling campaigns—the dealer in the smaller municipality also has certain advantages incident to his location and the habits of his customers. In the smaller towns Saturday afternoons and evenings constitute a busy time for the merchant. And there are occasionally half holidays and increasing opportunities during the week for securing the presence and patronage of farmers' wives and daughters. The rapid development and universal spread of time and labor saving implements and tools

gives the farmers of to-day far more leisure than used to be the case. So the fault, dear Brutus, is yours and not your clientele's, if you are not getting this country summer trade in encouraging quantities.

Leaders and Specials.

City department store managers, observing that Friday is (ordinarily) an off day with shoppers, conceived the idea of offering some special bargains for that day. They began, in a somewhat tentative way, to feature these leaders in their newspaper advertising on Thursday. Gratified by the instantaneous response, they learned to go in a little stronger on this "leader" proposition, giving it more and more prominence in their city department stores. Friday has developed into one of the best days of the whole week, whereas it used to be about the dulllest day of all.

The midsummer clearance sale is all right as far as it goes; but it comes but once, and after that there is a great calm. Whereas by means of specials, strongly featured from week to week, for a certain day (or days) during the week, it is possible to keep up a running fire of animated trade right on through the summer. In some cases it might be advisable to dispense entirely with the ordinary clearance sale, putting the broken lines, the odds and ends, etc., into special lots for special days. But of course the advisability of this method of procedure must be determined by local conditions.

The main point is that something a little out of the ordinary must be put on tapis during the dull, hot summer months to stimulate buying. This does not mean that prices must be cut to the quick, nor that the dealer shall wax lavish in costly and extravagant advertising; but it does mean that fresh and alert methods must be applied to the same old problem of selling people goods at a time when they are apt to be unmindful of their needs.

To illustrate this idea of the trade-pulling value of a "leader" or a "special," let us think of a store in a town of some two thousand people—a combined jewelry store, furniture and house furnishings store. During midsummer time is apt to drag heavily in such a store. People have already bought and installed their summer furniture; and since the proverbial "June bride" and "sweet girl graduate" have both received their presents, the calls for jewelry are few and far between. Now select some articles (which you already have in stock, or can readily secure from the manufacturer or jobber) which ought to prove quick sellers in your community. And herein, of course, you must exercise good judgment. Do not forget that a "special" must be attractive from the point of view of price to the consumer, i. e., it must be relatively inexpensive. You want it to go quick. In the furniture line it might be a chair (a hall chair, a cane rocker for the den or the parlor), a tabouret, a porch swing, or a medicine cabinet for the bath room. It might be a portable lamp (preferably an electrolier if electricity is

universally used in your community), a washable bath room rug—of which there are some very pretty and inexpensive lines to choose from; a rug for the porch or hall—a real summery rug, guaranteed to make you feel as if you were getting the effects of a real outing combined with the solid comforts of home; something in the brass ware line, something in the ceramic line; cut glass water sets, cream sets, etc.; a mission clock—or any good article or list of articles that ought to be rapid sellers. The special ought to be something new and serviceable. The newer the better. But there is a wide range in its election. It may be designed for the parlor, the porch, the den, the hall or the kitchen.

I know an aggressive young man in Pittsburg who is at the head of the basement department in one of the largest house furnishing goods stores in that city. He thinks up things that the housewife might use to advantage in her kitchen—little commodities in the way of tools, conveniences, etc. Then he gets a model made showing precisely the thing he wants to put into his department for a leader upon certain days. He takes this model to manufacturers who make wares in that line and gets quotations on certain quantities. He then gets the commodity photographed and has halftones or line cuts made for his department in the newspaper advertising. Of course the dealer in the smaller cities can not do any highly specialized stunts of this sort; but I am telling this to illustrate a certain point, namely, that the leader or special must be new and snappy. Just any old staple that everybody already has will not serve your purpose.

How To Advertise Specials.

Having decided on a list of specials for certain week days during the ordinarily dull summer season, the next problem which confronts the small dealer is how to advertise his goods effectively and without too great cost.

There are several ways: In these smaller communities there is the weekly paper (coming out usually towards the latter part of the week). He can feature next week's special in this week's paper. And I mean by that he can actually FEATURE the special. He can (and should) picture it to the eye what time he is describing it to the imagination. And he can give a few succinct, red-hot selling points. And the whole advertisement needn't be either large or expensive.

There are two ways to feature a certain article in one's newspaper advertising. One can run the usual amount about one's other merchandise and add a sizeable quantity to one's usual newspaper space, giving the special article or articles a conspicuous and central position in the body of the advertisement (this is costly), or one can eliminate practically everything else but the special, thus making it stand out in bold relief. (For the smaller dealer this method is best).

Or one can get out a bulletin in which the special article for the week

is given marked prominence. There are a good many arguments in favor of the store bulletin. It has been claimed for the store paper (and I believe the claim is valid) that its cost is less in proportion to the amount of space used than mediumistic advertising. And for another thing, your store paper advertises nobody but yourself. And, furthermore, you can issue just as many or as few as you wish. You can cover a limited territory or you can spread out over a larger area.

With your bulletin you can call attention to a long list of seasonable commodities in your line or you can limit yourself to articles in a certain department. And it is the verdict of

Henry Smith
FLORIST
139-141 Monroe St.
Both Phones
GRAND RAPIDS, MICH.

Sawyer's 50 Years the People's Choice.
CRYSTAL
See that Top  **Blue.**
For the Laundry.
DOUBLE STRENGTH.
Sold in Sifting Top Boxes.
Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.
It goes twice as far as other Blues.
Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.

The BEST Sellers BAKER'S COCOA and CHOCOLATE



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

52

Highest Awards

Walter Baker & Co. Ltd.
Established 1780 DORCHESTER, MASS.

a good many men who have used it that the store paper is a decided business-bringer.

You can make your store paper or bulletin just as modest or as pretentious (and costly) as you desire. You can get out a little inexpensive, single sheet bulletin, say, 9x12 inches, printed on both sides, in lots of 1,000 each; or you can put out a four page bulletin in 5,000 or 10,000 lots. But the smaller dealer will perhaps find it advantageous to stick to the smaller size and less voluminous output. With 1,000, 1,500 or 2,000 bulletins of a modest size one ought to be able to round out a good deal of business.

It all depends, of course, upon the method of distribution. If you hire small boys to stick them under doors (and in culverts and ash barrels) your results will be commensurate with your folly; that is to say, you will get practically nothing out of your advertising appropriation. If you secure the services of a man to make a house-to-house canvas in your city, ringing the doorbell and handing the bulletin to my lady when she appears at the door; or if you have a select mailing list of country people and mail them a copy of your bulletin—you will inevitably get results. It seems ridiculous that intelligent merchants would hire a bunch of irrepressible boys and commit to their unskilled hands (and often utterly untrustworthy hands) the important task of covering a territory with advertising. That is one thing boys can not do. When the big advertising agencies (from whom, by the way, the smaller merchant can often get some live tips) undertake to cover a given territory with advertising they send men into that territory. They could hire boys cheaper, of course. But they want results. They want to make every piece of advertising literature count.

The general and collateral benefits accruing from such methods as I have briefly hinted at in this article will make it eminently worth while even if the actual net profits on your specials is very small. It will bring customers into your store; and while they are there you can have an opportunity to get them interested in regular and staple lines. The leader is confessedly a bait to lure in trade—to get new customers into the store, or to persuade old customers visit the store oftener. And the bait is good. It pays to use it. And any dealer in one of the smaller communities inaugurating such a midsummer scheme as I have herein outlined will put himself on the map locally. The natives will begin to perk and say, "Look at Jones, will you? His newspaper advertisements and bulletins read like department store advertisements. By heck, Mandy, you and the girls must go in this week and get one of them fine cut glass water sets at \$3.40."

Chas. L. Garrison.

Don't talk about the relative cost price of present-day commodities as compared with commodities a few years back. Talk the better values of to-day.

"MY TRUNDLE BED."

Author Is Tradesman's Long-Time Contributor.

Written for the Tradesman.

The Kansas City Star in one of its Sunday editions for June has in its miscellaneous columns the following verses:

As I rummaged through the attic,
List'ning to the falling rain,
As it pattered on the shingles
And against the window pane;
Peeping over chests and boxes,
Which with dust were thickly spread;
Saw I in the farthest corner
What was once my trundle bed.

So I drew it from the recess,
Where it had remained so long,
Hearing all the while the music
Of my mother's voice in song;
As she sung in sweetest accents,
What I since have often read—
"Hush my dear, lie still and slumber,
Holy angels guard thy bed."

As I listen'd, recollections,
That I thought had been forgot,
Came with all the gush of memory,
Rushing, thronging to the spot;
And I wandered back to childhood,
To those merry days of yore,
When I knelt beside my mother,
By this bed upon the floor.

Then it was with hands so gently
Placed upon my infant head,
That she taught my lips to utter
Carefully the words she said;
Never can they be forgotten.
Deep are they in memory riven—
"Hallowed be thy name, O Father!
Father! thou who art in heaven."

This she taught me, then she told me
Of its import, great and deep—
After which I learned to utter
"Now I lay me down to sleep;"
Then it was with hands uplifted,
And in accents soft and mild,
That my mother asked—"Our Father!
Father! do thou bless my child!"

Years have passed, and that dear mother
Long has moldered 'neath the sod,
And I trust her sainted spirit
Revels in the home of God;
But that scene at summer twilight
Never has from memory fled,
And it comes in all its freshness
When I see my trundle bed.

Author Unknown.

For the last forty years or more these verses have been leading a vagrant life up and down the country, appearing in the "Poet's Corner" and finally from time to time "by request," but always with "Author Unknown" appended. For a good many years this "letting the old cat die" existence has been going on, each reappearance supposed to be the last expiring swing, and still they come, sometimes in the newspapers, sometimes in the home circle and sometimes, too, in the Sunday song service; but always greeted with pleasure and occasionally with something akin to enthusiasm, until it is at least suggestive that there is a something about the lines or the song, if it be called that, which the world seems "unwilling to let die." If that be so, there is no reason why the story of the verses should not be told so that if their occasional appearance goes on the song and the writer of it may go together into, let us hope, a long coming and a long going oblivion.

In the winter of 1858-59 the school at Round Top, Burrillville, R. I., was in charge of a youth in his teens who began there the life of a schoolmaster. The young people of the neighborhood formed a literary society, one of the features of which was a paper which was named the Philomathean Star. Its editorship changed weekly and when it came into the schoolmaster's hands "My Trundle Bed" was one of its earliest twinkles. While it received only a pass-

ing comment, the young teacher thought kindly of his production to send it without signature to the Woonsocket Patriot, a weekly, published at that time at Woonsocket, R. I., by S. S. Foss, a relative, if correctly reported, of Sam Walter Foss, the poet. Published early in 1859 to all intents and purposes that was the last of the verses.

It seems, however, that the "Hutchinson Family," at that time a popular band of New England troubadours, went over the country, singing as they went, and finding the verses in the Patriot or copied from it, set them to music as a part of their evening entertainment. This, however, is mere conjecture. My own copy of the published sheet music was secured some time later, published with the title—I quote from memory—Recollections of Childhood.

The occasional appearance of the verses has led necessarily to varied experiences. Once in Alexandria, Va., during a most delightful visit, the young ladies of the family were asked to sing "my favorite," as the white-haired mother designated her selection. It did not meet with the approval of the youthful singers, who promptly spoke of it as "that old thing," and when finally their objections were overcome and the song was sung, it hardly need be said that the author, there present, did not take the opportunity either to praise the song or declare himself the writer of it. Some years later in Chicago the schoolmaster's wife was surprised to find her husband's song a favorite with the gathered guests and added much to their pleasure and her own by announcing the author of the song and her relationship to him. Best of all and what I shall not soon forget occurred in Toledo, Ohio, at a Moody and Sankey meeting. It was at an evening service and some one in the congregation called for the singing of "My Trundle Bed." Before complying with the request the singer took occasion to say that the song had been the means of leading many a wandering soul into the paths of righteousness.

So, after all these years of indifference and neglect, it seems no more than right that the wanderer should find a happy homecoming and the inheritance of at least a legitimate name and I surely know of no hap-

pier medium to proclaim my relationship to "My Trundle Bed" than the Michigan Tradesman; for I am the writer of the verses, the song—call it what you will.

Reuben M. Streeter.

Chicago Boats Every Night

Fare \$2

Holland Interurban and
Graham and Morton
STEEL STEAMERS

Boat train leaves
Grand Rapids at 8 p. m.

OPPORTUNITY OF A LIFETIME

We offer for sale a choice and well-selected general stock inventorying about \$4,000, doing a business exceeding \$40,000 per year. Owner also owns half interest and operates telephone exchange of 60 farmer subscribers. Post-office. Warehouse on track and established produce business. Will rent or sell store building and residence property. Business long established and always profitable. Location in center of richest potato district in Michigan. Address No. 413 care Michigan Tradesman.

THE BEST

You Want the Best

Peacock Brand

Leaf Lard and Special
Mild-Cured Hams and Bacon

Are the Best

The Lard being absolutely
Pure Leaf

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

For sale only by the leading dealers.

Cured by Cudahy—Milwaukee

FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless

High Class

Lemon and Vanilla

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

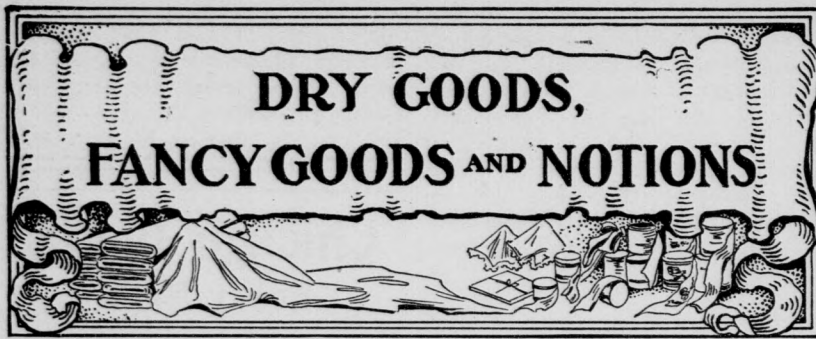
FOOTE & JENKS, Jackson, Mich.



Tanglefoot

The Original Fly Paper

For 25 years the Standard in Quality
All Others Are Imitations



On the Trail of the Shopper.

Have you ever gone shopping accompanied by a professional shopper? If not, it is an experience you may have for the asking, as most of the large stores employ professional shoppers. These are young women who, upon application, will be detailed to accompany you and advise and assist with your shopping. These professionals are much in demand by strangers from out of town who are neither familiar with the store nor with the merchandise it handles. Their aid is also sometimes sought by modest young men who desire a woman's advice in selecting their purchases.

A certain modest young man, upon the advice of one who professed to know, telephoned to an information bureau in a certain large store and making known his wants, was assured that a seasoned shopper would be waiting for him at a certain hour. The man breathed easier when he thought of the ordeal, for, with a good fellow to accompany and advise him he figured they could purchase the things in short order. After making up his shopping list, including pajamas, silk socks, under garments and shirts, he filled his pockets with cigars, thinking they would help to establish cordial relations between himself and his fellow shopper.

With his completed shopping list tucked in the breast pocket of his coat, he arrived at the information desk on time. With much trepidation he informed the young woman behind the railing that he had made an appointment to have one of the professional shoppers take him in tow, but that, so far he had not connected with him. Perhaps she could advise him about the matter.

"Oh, yes! You are the gentleman who telephoned! Yes! Well, wait just one minute, if you please!"

The modest man resumed his frightened contemplation of the hordes of eager women streaming in and out of the rest room. When for the third time in as many minutes he had mentally resolved to bolt, his heart action jumped to the third speed while a deliciously, charming voice said, "I am ready now to accompany you. Pardon me if I have kept you waiting." Stunned, he managed to stutter to the smiling eyes set under a perfectly rakish mop coiffure: "Isn't there some mistake? I was to meet a man employed by the store who would assist me in shopping!"

"Oh, yes, I understand. I am one of the professional shoppers and have been detailed to accompany you."

This with a smile and deft fingering of her coiffure. "First, perhaps, you would like to see some of the interesting parts of the building. These ladies also wish to be taken through the building and will accompany us!" Dazed, the modest man with his eyes glued to the young woman's swirling hairdress, dropped in behind the little group of women who were standing nearby waiting to be "shown." As they stepped into the elevator a young fellow evidently fresh from the country attached himself to the expedition. The party landed at the fourteenth floor, where their lovely shepherdess turned them over to a burly man, who took them through the cold storage vault where the furs are stored away. Here the modest man developed a better case of cold feet than ever. When the little group of women had tired of showing their appreciation of the Arctic atmosphere by various contortions of their faces, the expedition was taken out and handed back to the fair guide, who had improved the wait by rearranging her coiffure.

From this on the little expedition trotted after their guide while she led them through tearooms, lunchrooms, Tiffany rooms, restrooms, schoolrooms for new employees, picture rooms and through department after department. By this stage of the trip the young man from the country had installed himself at the side of the shepherdess. Although he spoke but little, his beaming face showed that he was highly satisfied with himself and his efforts to bring himself to her notice.

Soon their guide halted and announced that, having shown them the show places of the store, she was now ready to assist those who wished to shop. After a moment's pause the group dissolved from view, for, with the exception of the modest man, none seem inclined to do any shopping.

With a smile and a little poke at her hair the shepherdess said, "Now, if you will give me a list of the purchases you wish to make we can start!" He started to hand her the list he had prepared, but as he suddenly remembered the things that were written there his hand clenched on the bit of paper and his face burned.

"If you wish, we will start looking for the first item," she suggested.

Terror stricken, he hesitated. Then—"Really, it's only a tie I want to buy. I couldn't think of troubling you!" he whispered, smiling grimly. He knew that she knew that he lied.

"Not the slightest bother!" she re-

plied. "That's what the store employs me for. Just follow me to the neckwear department — over this way!"

Blindly he forced his way through the surging crowds of femininity in the wake of that swirling coiffure and then—then—the straw of the drowning man—the one chance in a thousand for escape. The whirl of a revolving door and he shot out on to the crowded sidewalk and slunk away in the crowd, haunted by his awful modesty and the smiling eyes of a young woman detailed to help him purchase those things which nobody but he and the laundry man knew the color thereof. Dean Halliday.

Indian Smoke Signals.

The traveler on the plains in the early days soon learned the significance of the spires of smoke that he sometimes saw rising from a distant ridge or hill and answered from a different direction. It was the signal talk of the Indians across miles of intervening ground, a signal used in rallying the warriors for an attack, or warning them for a retreat.

The Indians had a way of sending the smoke up in rings or puffs, knowing that such a smoke column would at once be noticed and understood as a signal, and not mistaken for the smoke of some campfire. He made his rings by covering the little fire with his blanket for a moment and allowing the smoke to ascend, when he instantly covered the fire again. The column of ascending smoke-rings said to every Indian within thirty miles,

"Beware! An enemy is near!" Three smokes built close together meant "Danger." One smoke merely meant "Attention." Two smokes meant "Camp at this place."

Frequently at night the settler or the traveler saw fiery lines crossing the sky, shooting up and falling, perhaps taking a direction diagonal to the lines of vision. He might guess that these were the signals of the Indians, but unless he were an old-timer he might not be able to interpret the signals. The old-timer and the squaw-man knew that one fire-arrow, an arrow prepared by treating the head of the shaft with gunpowder and fine bark, meant the same as three columns of smoke puffs, "An enemy is near." Two arrows meant "Danger," three arrows, "The danger is great." Several arrows indicated, "The enemy is too powerful for us."

The main thing is not simply to close the sale, but rather to consummate in a way that will bring lasting satisfaction to the customer.

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.



Trousers for Fall Trade

We are showing a new lot of patterns made up in up-to-date style that can be retailed at popular prices.

We Also Have

A number of odd lots at special close out prices. Ask our salesman about them.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

N. B.—We close at 1 P. M. Saturdays

Why Advertise Clothing in August?

Why advertise in August at all? Half of the people are in town, half away. You couldn't reach the greater proportion of your customers, and if you could, would they, sweltering, heed? Rather think of it from this viewpoint; perhaps it wouldn't pay you to advertise in August just for the quota of regular customers you could impress. But you have then a doubly forceful argument, the opportunity the reduction affords and there are enough folks around to make it worth while to reach them—if you only know how. As evidence that August advertising pays, if not in actual profit then in clearing decks for later action, note that the substantial concerns deem it essential.

We shall be frank enough to admit that the highest salaried advertising man in the country can not guarantee sufficient direct results to make any particular announcement net its cost. There is no set formula which works the same in all cases any more than the same medicine will suit all individuals. Advertising has been called a science, but it is not. Science is exact knowledge. Certain general principles may be enunciated in advertising as taught by experience. But each campaign is a distinct proposition. Results come from the application of the right principles as dictated by a proper judgment of attendant conditions. That is why some concededly clever advertisements fail utterly under some circumstances, while commonplace stuff—commonplace in the eyes of the expert—prove compelling. Yet this much concerning advertising is established beyond dispute; spasmodic publicity is least beneficial, in the broad sense which figures beyond immediate returns. The old axiom that the man who advertises consistently and persistently wins out is the same proved fact differently stated.

August advertising ought to be breezy in style. That sounds like a platitude and is. Yet above that it must inspire confidence. At the tag end of a season it would be folly to enlarge on descriptions of goods rather than upon the unusual values due to price concessions. It is the nature of the claims you make that counts, whether or not you succeed in convincing the public that you are actually offering exceptional inducements.

The one danger is exaggeration, which is an entirely different thing from emphatic assertion. Say what you are doing without declaring that every sale means a direct loss. No one will believe that, even although it be true. It is like a window card with the alleged original price in small figures in a corner and the cut-price conspicuously in the center. If you saw a ticket of that sort on a suit of clothes you'd know immediately it was specially made for the occasion.

A capital topic is the reputation of your firm for honest statement in its advertising. Then quote comparative prices on known brands. That will inspire confidence and that is an element your advertising needs most when the knife is being wielded on all sides. It is possible to have dig-

nity even in a sale announcement, although most men lose it there.—Haberdsasher.

Keeping the Salary Secret.

An advance in salary has a most exhilarating effect upon the average wage earner, but like all good things, it has its drawback, for although the worthy one is overwhelmed with joy by an additional dollar or two a week in his pay envelope, he is also aware that he must refrain from divulging his increased value to his fellow workers or suffer the penalty of dismissal, for the average business house, employing a large number of workers, forbids its employees announcing the salary they got, get or hope to acquire.

Managers give a logical reason for inflicting secrecy with salary advances. One at the head of a large department explains that the plan is adapted not only to protect employers against the demands of the over-estimating but undeserving faction of employees but to protect the meritorious from the envy, and often malice, which would attend the circulation of their advancement. "Some time ago," one manager said, "a valuable young woman left us of her own accord because of the unpleasant atmosphere which arose upon her disclosing the fact that she had received a salary increase of \$3."

Another manager says that salary secrecy is more strictly advocated among young men workers. "Out of the seventy-five young men working in my department," he said, "one quarter take an active conscientious interest in the business, one-quarter gives fairly good service because they want to earn more, one-quarter aims to work only when observed and the remaining quarter consists mainly of time killers. The faithful, of course, are rewarded first, then the 'raise workers,' but the other two factions we consign to the 'waiting line.' If they tire and leave, we can easily replace them but we never lost sight of the deserving."

"I advocate secrecy regarding salaries, otherwise my office would be crowded with supplicants who demand for their limited intelligence and integrity what the bright, hard working young fellow is rightfully entitled to. Every time an employee disregards the rules of secrecy attending salary advances, and boasts of his good fortune, there follows a steady stream of workers to the salary manager with petitions of 'I work as hard and long as he does,' or the time worn argument of the shiftless, 'I have been here longer than he has.' One has to use a great deal of tact on such occasions, and, strange to say, few of these petitioners ever leave us of their own accord, even although we make no promise to meet their demands either in the present or the future. This is proof that in their hearts they do not estimate their value higher than we do, but they work the bluff of demanding an increase just the same." Roselle Dean.

A man's virtue is a flimsy thing when it has to be determined by his freedom from a court record.

Wayside Wisdom.

Some people think that just because the rose has its thorn you shouldn't do anything but prick your fingers with it.

No wise man ever complained because women lack a sense of humor.

If it wasn't for our ancestors we might have to lay some of the children's faults upon ourselves.

Nothing irritates a vain woman like the vanity of other women.

Lots of men think they have reformed when they have merely grown too old to be bad.

Women love men as much for what they are not as for what they are.

Have you ever noticed that the fellow who knows how to do a lot of things spends most of his time not doing them?

No amount of good advice ever made a bad egg fresh.

Have you ever noticed that a man never feels so capable of good, hard, honest work as when he is off on a vacation?

If you live in a glass house, be sure to buy up all the stones in the neighborhood.

Window Trimming.

The experienced and successful window trimmer has reached a high degree in his art by slow plodding and practice. He can look back to his first start with a full realization of the crudeness of his tyro art; but because one can not at first start to trim a window equal to the best that

is no reason for one's trying to do the best one can.

Small beginnings often accomplish great ends. That is so as to window dressing. If a beginning is crude one should not despair of success. Time and practice will cure all defects. Go to work at once and see what you can do with your window.—Clothier and Furnisher.

Mr. Merchant, your advertising is a vital matter. Give it your best thought. Plan it when you are in your most fruitful mood. Never write an advertisement when you have to drive yourself to the task. If you do you will never rise above the obvious and the commonplace.

"Graduate" and "Viking System" Clothes for Young Men and "Viking" for Boys and Little Fellows.

Made in Chicago by
BECKER, MAYER & CO.

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.

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



LOWNEY'S
COCOA and
CHOCOLATE

For Drinking and Baking



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

The Walter M. Lowney Company
BOSTON

Summer Candies

We make a specialty of

Goods That Will Stand Up In
Hot Weather

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

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

RAPID RECOVERY

From the Effects of the Disastrous Fire Fiend.

There may be other instances of recovery from fire and disaster just as remarkable as this one, but we doubt if any institution of the same magnitude and suffering such appalling loss ever caught its breath and recovered its normal gait as promptly as has the Computing Scale Co. Those who witnessed the big fire of October 1, of last year, saw the total destruction of nearly one million dollars' worth of Dayton business property. This was eight months ago. The scene has changed; and if our readers will board the Fifth street car and get off at Linden avenue and walk two blocks south they will see a monument to grit, back bone and hustle that will make them marvel.

It may be of interest to many of our readers at home and abroad to know that in the instance of this fire the Computing Scale Co. suffered total loss, save and except such files and records as were saved in their vaults; and the cold, grey dawn of October beheld a pitiable transfiguration from thrift to desolation. No other factory in the city of Dayton was so uniformly busy, rushed to its fullest capacity and working over time in several instances when other factories in Dayton were laying off men. Four hundred skilled men standing on the curb stone in a drizzling rain, some of them with their lunch baskets ready for work, and gazing out upon the empty, smoking, tangled mass that only mocked at their ambitions and seemed to cry out, "Out of a job."

Well, they were not out of a job, because they were working for the liveliest bunch of live-wire business men in the city of Dayton—men who had no notion of letting a single man suffer. How this army of men were taken care of and put to work would read like a page of fiction, and how the officers and foremen of the Computing Scale Co. sifted from the cinders enough tangible odds and ends of nothing and patched them into a nucleus for the mammoth plant that was within six months to take form is also one of the astounding revelations of bull dog pluck and energy rarely paralleled save in the strategic accomplishments of warfare.

Within six hours of the first alarm, and before the demon fighters had withdrawn their apparatus, telegrams were in the hands of every agency in the United States calling in for use as models all scales of modern type for samples to be placed in the hands of an augmented force of draughtsmen. It was a case of starting from the bottom and a situation requiring the greatest generalship. It can be said to the everlasting credit of Dayton that within her border were found enough public-spirited men who waived their own busy condition and immediately responded with the offer of the best tool makers and merchants in their employ. In addition to the force of tool makers already in the service of the scale company, we understand that

at least 150 outside men went to work rebuilding the intricate mechanism of tools, dies, jigs, etc. Temporary quarters had to be secured in a hurry for the housing of the new plant which at this hour consisted chiefly of men doing any old thing that needed doing, and not particular what their assignment happened to be, just so they were lending a hand. Fortune favored, and through the kindly offices of the Dayton Hydraulic Machinery Co., which was at this time just winding up its affairs, the scale company found lodging, and here Fate has decreed that they shall remain. The next move was to secure catalogues and prices of machinery and here again genius in emergency displayed itself, and the modern, up-to-the-minute improved machinery began to arrive by express. If you will go out now and take in the full sweep of three and one-half acres of men and machinery on one floor you will possibly gain some conception of the crowded conditions and patience of men who, piled on top of one another, worked like Trojans to produce the first scale in these cramped conditions in which they first worked, in the almost incredible space of sixty days' time.

But one fire is enough for the Computing Scale Co. They have had all they want or ever expect to have. Their modern, fire-proof structure attests this. Built on the saw tooth pattern of modern factory architecture, designed for light, ventilation and ample floor space, this model factory covers in all about 160,000 feet of floor space, one section of which, uninterrupted or broken by division walls, sweeps full three acres, where the progressive system of starting the raw material at one end and landing it in its finished form, boxed, billed and ready for shipment at the opposite end, is most complete and successful. This system obviates all trucking and costly elevator service.

There may be larger factories, but we doubt if Dayton can boast of a more modern one, and we are morally certain that no factory in Dayton has been put to greater disadvantage and has come out of the difficulty with more stamina and determination to use the best possible facilities in building and marketing the best possible product in this line that is known to trade. The Computing Scale Co.'s best friends hardly hoped for so much, and its bitterest enemies vainly boasted that they would be all of one year recovering from their setback. Well, here they are in eight months building more scales than they have ever built in the history of their business, and hope soon to reach their capacity of 36,000 scales per annum.—Greater Dayton.

Value of Words.

The little daughter of a clergyman stubbed her toes and said, "Darn!" "I'll give you 10 cents," said her father, "if you'll never say that word again."

A few days afterwards she came to him and said:

"Papa, I've got a word worth half a dollar."

Uncle Sam's Mail Bags.

Uncle Sam has twenty-eight different kinds of mail bags in service, and they range in cost from 22 cents to \$2,156 each. There are mail pouches for almost every conceivable use and you can ship almost anything that comes within the postal regulations with a minimum of loss and breakage. Probably the most peculiar mail bag is the one arranged for carrying bees. Sending bees by mail was a difficult operation before the "bee bag" was adopted. Usually the bees arrived at their destination dead or so exhausted that they were of little use. Now these little honey-makers can be shipped by mail several thousand miles in the "bee bag" without suffering and can obtain air and a good supply of food during their transit.

Mail bags are made of various material. The cheapest are of cotton and the most costly of leather. Those used on fast expresses are reinforced with metal, so that they can be flung from fast-moving trains without damage. Even then these bags, or "catcher pouches," do not last much more than a year and a half, while some of the cotton bags used for the work will remain in service upward of ten years.

In parts of the West, where the mail must be carried for many miles on horseback, special pouches are in use for slinging over the animal's flanks. In the far frozen North special bags are made for sled transportation, and in the cities a bag in use for pneumatic tube service is made of a composition called "leatheroid." The ordinary cotton mail bags are woven so closely that they are practically waterproof and in the weave there are thirteen stripes of blue. Each country marks its own mail pouches in some individual way, so that if one gets lost in a far country its ownership can be readily detected.

Nearly sixty-five million mail bags are used each year by the whole country, and as they are being worn out all the time the supply has to be kept up. There are mail bag hospitals where tens of thousands of them are going every week. One such mail bag hospital repairs upward of five thousand a day. These crippled bags are in all sorts of dilapidated conditions. A railroad wreck may injure several hundreds or thousands and these must all go to the hospital before entering active life again. Christmas is responsible for much damage to the mail bags, owing to the hard service they get, and immediately after the midwinter holiday season several hundred thousand bags go to the hospitals.

Mail bags are the most traveled of all articles in use to-day. They are constantly moving and it would be impossible to estimate the number of miles a bag ten years old has traveled.

The Cause and Cure of Sunstroke.

During the summer months each year heat prostrations occur and often terminate fatally. These accidents have a physiological cause classified by medical science as "sun-

stroke," the victims most susceptible being people careless of their physical well-being, the debilitated, the old and the intemperate. A French physician who has studied "sunstroke" has come to the conclusion that the trouble is due not to an increase of bodily heat, but to the action of hemoglobin, the substance that forms the dry constituents of the red blood corpuscles, which spreads through the physical tissues with all the effect of a powerful poison.

Another authority, Dr. Maas, thinks that the diffusion of hemoglobin through the system, which he admits to be the cause of sunstroke, is due to lack of water in the body. Careful examinations made in cases where men and animals have been struck dead by the sun's rays have confirmed this theory. The explanation is undeniably scientific, but it must not be understood to mean that the human, or other, body should absorb large quantities of liquid; people who drink too much cold water, or other cold liquids, alcoholic subjects, and all inveterate drinkers, are more liable to fall victims to the sun's heat than others.

Asol, a product first demonstrated in Milan at the Exposition of 1906, has a marvelous efficacy in reducing the temperature of the house or room in which it is employed. It is now in common use in France in factories, railroad stations and government buildings, where its action so beneficially affects the bodily condition of the workers that it makes it easy for them to face the outer heat afterward.

In Bordeaux, where asol was demonstrated in 1909, thirty thousand square metres of glass roofing covering the exposition building were protected from heat by it. This product is applied to roofs and window panes with an air-brush or with a common paint-brush.

An Elephant Labyrinth.

Near Ayuthia, formerly the capital of Siam, is a curious labyrinth in which elephants are captured alive. The labyrinth is formed by a double row of immense tree trunks set firmly in the ground, the space between them gradually narrowing. Where it begins at the edge of the forest the opening of the labyrinth is more than a mile broad, but as it approaches Ayuthia it becomes so narrow that the elephants can not turn around.

Tame elephants are employed to lure wild ones into the trap. Having reached the inner end of the labyrinth the tame elephants are allowed to pass through a gate, while men lying in wait slip shackles over the feet of the captives.

The Third Degree.

Census Man—Now your age, Madame. How old are you?

Mrs. Giddy—It's none of your business and I'll never tell you in this world.

Census Man—All right, Madame, I will put you down as 43.

Mrs. Giddy—You horrid thing! I'm only 38!

Many a man models his golden calf before a mirror.



Asking others instead of **knowing** for himself

Every Merchant Should Know

Just how his business **stands** every day.

He should know to the penny, for the day and year to date, the **cash business**, **charge business**, money **received on account** and money **paid out**.

He should know the **amount of accounts outstanding**, **exact cash balance**, and **amount of goods purchased**.

He should know that all this information is correct. How few merchants know these important things.

With a **National Cash Register** you would not have to ask **questions—you would know**.

The **National** tells you things you should know about your business.

It protects you against **mistakes**, **carelessness**, **dishonesty** and **losses** which exist in your store.

Over 800,000 Nationals now in use. Prices as low as \$15.

Easy monthly payments.

Write today for Catalogue and prices.

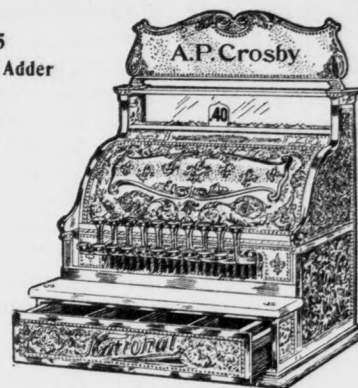
Write for Catalogue and prices and other information that will be of benefit to you. This will not obligate you in any way.

The National Cash Register Co.

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

Executive Offices: Dayton, Ohio

No. 225
Detail Adder
Price
\$30 00



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

No. 420
Total Adder
Price
\$75.00



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

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



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



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

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

THE SELFRIDGE SUCCESS.

Problems Overcome by an American Merchant in London.

The London establishment of Selfridge & Company is now well over its first year of existence. The trying period of initiation is ended. The difficulties have been realized and met. The plans formed in advance for coping with the difficulties that were anticipated have been tested, and the difficulties which no man could anticipate have been encountered. Judging by the prosperous and crowded appearance of the store, I should say that they have been solved, too. The costly experimental period is over and the Selfridge methods are no experiment now. Readers of this article will be interested to know how the Selfridge store strikes Londoners and how the Londoners strike Mr. Selfridge. Both points are covered by the facts obtained in an interview, of which the following is the result:

The London buying public differs from the American buying public, and the sort of staff carried by a department store shows corresponding differences. The American woman asks more questions while shopping than the English woman. Consequently very much closer ticketing was found necessary than Mr. Selfridge had at first anticipated. The American woman—and exactly the same thing is true of the American man—talks. The English woman, and the English man, too, try to do their shopping with a minimum of conversation. I went to buy a hat at Selfridge's the other day. They showed me a number of hats. I did not ask the price; I looked at the tickets. This close ticketing is one of the fundamental differences that has been noted between American needs and London needs.

You would think that this would make the choice of staff easy. But the choice of staff was not easy at all, because Mr. Selfridge was not out after easy effects. The way the Selfridge store strikes a Londoner is largely connected with the impression produced by the staff. Customers are handled much better than in the other department stores, or in fact, than any of the other stores doing at all a large business here. This is largely due to care in selection; but it is also due to the enormous pains taken to choose and then to educate the staff. Mr. Selfridge's Staff Manager, P. A. Best, spent many weeks before the store opened interviewing candidates for employment. It was well known throughout the dry goods trade that Selfridge's was going to open and the Drapers' Record, the most important organ of the trade, interviewed Mr. Best and asked a number of questions, which had enormous trade interest, about his plans. Rather different ideals of store management from those ordinarily prevalent were disclosed in this interview.

There is no blinking the fact that in most of the biggest stores in London the staff hate the boss. In the small stores the relations of principal and assistants are often cordial,

but the necessities of discipline and economy make friction in the large stores, and the faults are not at all on one side. The employees regard the concern with the notion of getting as much money as possible for the least amount of zeal and interest that will be tolerated. Mr. Best exhibited a desire to have the staff take an interest in the success of the institution. One way, and I think it is the only way, to reach this end, was by the institution showing an interest in the staff. I would not like to put the case so low as to say that Mr. Selfridge wanted to have his 2,000 people comfortable and interested for no other reason than because he could get the best work out of them in that way. But I do say that there is no other way in which so admirable a spirit could have been infused into the staff. The following written ideals of staff management were handed to me:

1. That Selfridge's spells opportunity to the intelligent assistant.
2. That "merit" alone will secure advancement.
3. That the system of keeping staff records will be so thorough that no one can be overlooked.
4. It is fully realized that if a man is worth employing he is worth training and is entitled to a fair chance of proving his worth.
5. That "happiness" is imperative to "health," and to get the best from anyone care must be taken to keep them (sic) in good health.
6. Intelligent management means: Knowing that one is dealing with living men and women and not machines.
7. That "human nature" is made up of many characteristics, each requiring careful study and different treatment.

That "worry" is deadly poison and anyone so poisoned can not do justice to themselves (sic) or their work. Therefore, so long as the staff give their best services they can rely upon just treatment.

All ranks will have an opportunity to assist in improving the administration by suggestions which will always be considerably received and (when adopted) recognized. When any suggestion is made that may indicate that sufficient thought has not been brought to bear on the suggestion before being made the assistant will have this pointed out in a kindly manner and care will be taken to assist the suggestor to think intelligently on the matter suggested without in any way discouraging further attempts; thus no member of the staff will have reasonable cause to complain of lack of opportunity.

Selfridge staff methods have attracted a very high class of help. No place is better staffed. A few months ago a young lady of title who had lost all her money engaged herself in an assumed name and was only identified when some of the other countesses who came to buy, recognized her on her job.

One plan, which so far as I know is new, is that of the Staff Council. After the first week's working it was determined to institute a Staff Council. A bright, popular assistant is

chosen from every department. They meet weekly, with the Staff Manager in the chair. They discuss difficulties and store problems, offer suggestions and record their decisions in minutes, which are multigraphed and distributed next day to each member of the Staff Council in their respective departments, who paste these in the Staff Council Minute Book. They are then read by every assistant and all sign the Minute Book in an acknowledgment of having read them. The result of the first Store Council was that errors and complaints immediately fell 90 per cent.

Another scheme destined to raise yet higher the standard of the place is the student scheme. The old English apprenticeship system, not even yet obsolete, was the model, but it has been hugely improved upon. Under the apprenticeship system a young man or young woman wanting to go into business pays a premium and enters into articles of apprenticeship (called "indentures" and signed by the parent or guardian) to serve for a certain number of years, always terminating with the 21st birthday, because the law will not hold an adult to any contract but his own. As well as paying a premium for the privilege of working and being taught, apprentices received probably no pay for the first year or six months, and very small pay afterwards, until the end of the indenture.

The Selfridge store does not bind any apprentices to its service. Young people, having submitted to an examination in geography, English and arithmetic, are selected for admission as students. They receive five shillings a week, with dinner and tea at the expense of the house, and the buyers of each department lectures are illustrated by lantern pictures and samples of material. They write papers and answer questions which are marked and criticised by the lecturers and Staff Manager. As an inducement to make the best of the instruction thus obtained staff scholarships are given. Those students who have done the best work will, at the end of their training, go with the buyer of the department to which they are ultimately to be attached to the various markets there and abroad. In the case of students in the office or accountancy departments, the scholarship takes the form of a course in accountancy or shorthand and typewriting at a business college, paid for by the house. This system will have the effect of building up a technically trained staff, obviously better able to handle customers for the instruction obtained.

The Selfridge store is thoroughly British in personnel and spirit. There were people who at the outset feared a certain amount of prejudice against an American institution coming here for British trade, and obviously preparing to compete with British traders. But the Selfridge store has identified itself thoroughly with the country whose commercial hospitality Mr. Selfridge is enjoying. For instance, the Territorial Army was just in progress of formation when the Selfridge store opened. It is an

army of citizen soldiers replacing the old Volunteer system. Lord Roberts and other veterans have been warm supporters of it. Mr. Haldane, Minister of War, is admitted even by his political opponents to have made a fine thing of it. Members of the Selfridge staff voluntarily offered their services to the Government and a Selfridge Territorial Company was formed, with the Staff Manager as Captain. On Empire Day the British flag was run up and cheered from the



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.



roof. No pains, indeed, have been spared to identify the store with British feeling.

The men's departments of the Selfridge store have fully equaled expectation. With the exception, indeed, of the shoe department, which was rather badly placed at the beginning, they have all surpassed expectation. A New York department store gets a greater volume of high-class trade in men's things than any department store in London. Men of fashion patronize Sackville street and Bond street tailors; they get their hats where their grandfathers got them. It would be just as difficult to get them to buy shoes anywhere else than at Lobb's as it would be to get them to change any of the other habits of a generation. More fashionable trade has been done, however, than was anticipated and very much more middle class trade. In tailoring, for instance, quite a large business in custom-made clothes is done. Probably a man who would buy a suit of clothes at Selfridge's would pay about as much there as he would pay a tailor who was a tailor and nothing else. He would not get his goods any cheaper, but he would get them better. Linings and finishings of higher grade than are usual here are employed at Selfridge's. The range of price in custom-made goods is from about £3.10s to £6 a suit; that is to say, from \$16.50 to \$30.

One of the greatest surprises was the amount of business done in ready-to-wear clothes. Selfridge's have a much better class of trade in these things than anyone else, and it seems likely that Selfridge & Company will create a new class of consumers for ready-made clothes. A London letter has often explained the difference between the ready-made clothes trade here and in America. One way in which a better class is being touched is through outing goods. A man in a hurry will buy a ready-made golf jacket or a "blazer" (colored flannel coat for the river) when he would not dream of buying a ready-made suit. But he finds the fit and cut unexpectedly good. He discovers that Selfridge's have many more fittings to a size than he had anticipated; and the end of it is that he will presently try a negligee suit of some sort, which he can buy, of course, ready-made for a good deal less than he would have to pay for it to measure, and in which, until he experienced the advantage of the Selfridge methods in the other way, he would not have believed. He would also find the finish of Selfridge ready-mades very much better than the run of the market.

Similarly with shirts. Men who always have their shirts made to measure are the least likely to go to Selfridge's, although, of course, custom-made shirts are being sold every day there. But the ready-made shirt department at Selfridge's meets the difficulties far better than they are met at most places. A man who is broad across the chest does not have to take his shirts with sleeves long enough for a man six inches taller than himself, and consequently six inches longer in the arms. There are

a number of different fittings in each chest measurement. The London man is more exacting about his neckwear, collars and small furnishings than the American. The Selfridge method has been to meet the English requirement, not at all to try to force the American idea upon the English trade.—London Correspondent *Haberdasher*.

Experiments in Culture of Sponges.

Sponges have been growing scarcer and the better qualities are selling at greatly increased prices, even after a "loading" of sand. Scarcity of the sponge has suggested the artificial growing of them, just as watercress, lilies and other water plants are grown. But there is a difficulty here. The sponge is an animal and not a plant.

Experiments carried out in the Mediterranean show that the cultivation may be undertaken with great probability of success on the French coast, and it will not be confined to the shores of Tunis, as was feared when its possibilities first were discovered. Sponge from the opposite shores of the Mediterranean already have been carried to France and planted there and in years to come the sponge fisheries will be greatly extended by such methods.

Fragments of sponge transported to another locality heal in about three months and then begin to grow; irregular pieces soon become spherical and rapidly enlarge, adding twenty-five times their own value in the course of four or five years. The growth, of course, is slow during the first year because of the necessity for healing the wound caused by tearing off the fragment from the main body for transplanting.

The character of the spongy tissue appears to be altered by cultivation; the dark tint becomes much clearer. It is not yet known whether there is sufficient change to alter the commercial value of the product, either for the better or for the worse. All these observations have been carried on by two enthusiastic Frenchmen, Dubois and Allemand-Martin, in their laboratory at Sfax, Tunisia. The result, it is claimed, is the creation of a science of "spongiculture," whose principles, if followed out on the lines laid down by its founders, will make fortunes for the diligent not only in France but in Tunis as well, the product being larger, better and more easily gathered.

Monday Morning.

Every man who works back of the counter should be in tiptop shape Monday morning. Whether the inspiration comes from the Sunday service, the Sunday air or the Sunday rest makes little difference if the mental condition is improved. Sunday should be a preparation for Monday.

It's a bad thing for one on deck Monday morning with a tired feeling and a disturbed brain. It speaks disaster. It is the morning to have alertness. It is the morning to get busy. It is the beginning of six days of thinking and acting, and a good beginning is a good ending.

W. E. Sweeney.

The Invention of the Thermometer.

It was not until the eighteenth century that the thermometer appeared. Among those who failed in their attempts to devise a heat-and-cold measurer were the noted Halley and the great Sir Isaac Newton. These scientists endeavored to supply the needed instrument by means of tubes containing oil, spirits of wine, etc., but to no avail. It was reserved to one Gabriel Daniel Fahrenheit, an obscure and poor man living at Dantzic, to give the world its thermometer.

Fahrenheit had failed as a merchant and, possessing a taste for chemistry and mechanics, turned his attention to the problem of the thermometer. During his first series of experiments he used alcohol, but he soon became convinced that mercury was a more suitable substance to use in the tube.

It was about 1720, at Amsterdam, that Fahrenheit turned out the mercury thermometer that has served as a model ever since.

From the beginning Fahrenheit's plan was to indicate on the tube the two points at which water is congealed and boiled, respectively, and to graduate the space between. His first was an arbitrary marking, beginning at 32 degrees, since he had found that the mercury descended 32 degrees more before coming to what he deemed the extreme cold resulting from a mixture of ice, water and sal ammoniac.

It was not long before Celsius of Stockholm suggested the more scientific

graduation of one hundred degrees between freezing and boiling points. This suggestion resulted in the centigrade thermometer. Another investigator, one Reaumur, came forward with another scheme of graduation of 80 degrees, the one that is accepted by the French. Despite the conclusions of Celsius and Reaumur, however, the Fahrenheit scale, on which the freezing and boiling points are marked 32 and 212 degrees, respectively, holds its own throughout a great part of the world.

Novelty in Reinforced Concrete.

One of the novelties in reinforced concrete of heavy proportions has been tested by the large guns of the navy in the walls of the Panama Canal. Sections of the wall have been built up as targets and are to be tested fully. In an accidental shot from one of the United States 12 inch guns the solid shot at 6 inch muzzle distance tore through the 8 foot wall seemingly with undiminished speed. Apparently this would show that the shot would have penetrated many more feet of the concrete body. Examination proved, however, that the shot had risen upward steadily and had gone out at the top of the wall. According to this chance shot, it is believed by army engineers that a few more feet of concrete would have let the shot out of the wall, leaving no debris and especially leaving no crack in the wall.

Only the borrowed virtues take a vacation.

Ceresota Flour

Is a high grade

Spring Wheat Patent

Made for and sold
to those
who want the best

JUDSON GROCER CO.

Distributors

GRAND RAPIDS, MICH.



Supplying the Missing Link in Nature's Chain.

Written for the Tradesman.

No sane man of mature years pretends to understand women. If candid, he freely admits that the sex is too wonderful for him. So, when we see some young fellow leading his bride from the altar, smiling and happy and confident that he can make her happy, we older ones shake our heads gloomily and say to ourselves: "Poor boy! If only there were some way by which he might learn that intricate piece of psychological mechanism known as a woman's mind and heart before attempting to run it." We feel as we do when an entire greenhorn takes a high-power automobile out of the shop and goes to speeding up. Momentarily we expect a collision, a smash-up or a plunge over an embankment.

While the underlying springs of action governing woman's conduct are absolutely incomprehensible to the masculine mind in its present state of development, there are certain well-ascertained facts regarding her that have been learned empirically. To acquaint himself with these the candidate for matrimony should use all diligence and, in the case of his failure to acquire this so essential knowledge, measures should be taken to force it upon him.

One truth that is established beyond all peradventure is that every woman wants to be set up on a pedestal and adored by some man. If required to state in mathematical formula the exact proportion of women who are indifferent to masculine attention and admiration, I should say on the spur of the moment that it is only a very little fraction of 1 per cent. On further consideration I should make the denominator of that fraction so infinitely large and the numerator so infinitesimally small that when the percentage expressed was computed upon the total number of women in existence the result would be less than one woman, in fact, less than any assignable or appreciable portion of one woman.

Are there no exceptions to this rule? None whatever. I should be perfectly safe in offering a round million of gold dollars to anyone who could bring to light a woman who would not be susceptible to masculine flattery. Not that I have the million dollars, by any means; but I could find or beg or borrow the money long before anyone could find so anomalous a woman.

Whether endowed with the comeliness that will make her likely ever to receive the coveted admiration or not, it makes no difference. Cross-

eyed, jamber-jawed, homely as a mud fence, a woman craves it just the same. Moreover, to satisfy the desires of the feminine heart, this admiration must be kept going. The recital of her charms and fascinations in endless reiteration is what pleases her. As soon as the record is run through the machine once she likes to have it put in again and is unhappy if she isn't hearing the same old tune. She delights in feeling that incense is perpetually being burned in her honor, even as the fires upon the altar of the Roman goddess Vesta never were allowed to go out.

So much for the woman's side of the case. Now, as to the man's: A man certainly does not object to paying court to an agreeable woman or to making frank expression of his affection and regard; but he does these things with a certain object in view. That object attained, he calculates he is done. He woos a woman just as he purchases a horse. He buys the animal and pays for it. The transaction is closed. He does not keep on paying for it. He courts a woman, wins her and marries her. It is an important occurrence, but it is all over and he feels free to give his whole attention to his other affairs. He can see no reason why he should keep on courting and courting and courting. That care as to his personal appearance when in her presence, those loving attentions, those sweet and silly speeches were, like the "livelier iris on the burnished dove" and the "fuller crimson on the robin's breast," assumed for the time and the occasion and, having fulfilled their mission, they may now be discarded.

He has told the lady of his choice, once for all, that she is the most charming woman in the world and made good with matrimony and living expense money. Let that answer. Dull brute that he is, he may see admirable traits in other women and call her attention to the same, but as to a ceaseless lingo about her beauty and grace and the spell of her presence, for which her ears fairly ache—to him it would seem as needless and tiresome as did the arithmetic review at the beginning of every term in the old district school, when he was compelled to turn back to the front of the book and go through notation, numeration, addition, subtraction and short and long division for the twentieth time and against his boyish wishes.

There is the situation. On it hang not only innumerable heartaches, silent, secret and unknown, but countless divorce suits, blazoned out in the

pitiless glare of public sight and criticism.

Just why does Mother Nature make a man so that his devotion or, more strictly, his expression of devotion, will be short-lived, ephemeral and make a woman so that she craves it shall be constant and perennial? This is a hard question. There seems to be a little slip in the old dame's calculations that can not be accounted for.

Has the evolution of the two sexes been unequal? If so, which has fallen behind and which has forged ahead? Is this desire for masculine admiration a useless relic of an outgrown stage of development? Will there appear in countless eons of time a type of woman who shall care nothing for it? From anything now known of the sex, this is inconceivable.

A woman will stand much as long as her personal attractiveness is not called in question. A suit was recently begun in one of the courts of Chicago in which the plaintiff, who is the wife of a policeman, sets forth that her husband choked her and nearly strangled her, but she forgave him for that. Later he broke the furniture and smashed all the dishes in the house, but even that did not destroy her love. Then he tore her finest shirtwaists to shreds, but love again conquered resentment. The limit of endurance was reached, however, when on her birthday anniversary her husband cruelly told her she was "not swell enough" to walk in the park with him. That settled it. Divorce proceedings came next.

This crass item, culled from a newspaper, is wonderfully illuminative. It forms a complete exposition of about all that is really known regarding woman's nature.

The other sex, in the particular we have under consideration, has shown neither advancement nor retrogression since the earliest recorded times. Take the story of Adam and Eve in Eden. It is perfectly plain that Adam, with nothing in the world on his hands but a little light gardening, had already begun to neglect poor Eve before the serpent appeared on the scene at all. The wily tempter understood Eve's case far better than Adam did. The serpent beguiled Eve. How did he begin beguiling her? With talk about the tree of knowledge? Not if he had the subtlety with which he always has been credited. Instead he began by telling her about her wonderful eyes and the long sweep of her lashes and her matchless, pearly complexion, and so on, and so on, until she was in a frame of mind that she would listen to all he had to say regarding the tree of the knowledge of good and evil, or any other abstruse theme he chose to discourse upon.

Alas, poor Adam! And, alas! that the bat-blindness that sealed his eyes has been passed down to all of his sons, so that no one of them in all the ages since has of his own wit been able to discover that the way to keep a woman contented and happy and secure the utmost measure of her devotion and self-sacrifice is to continue after wedding days are over a perpetual outpouring of the sweet airy

nothings of petting and praise which advanced his cause as a lover.

Civilization consists largely in supplementing by art the scanty supplies furnished by Nature. Plainly if a man can not of himself grasp a vital fact, it must be taught him. So let there be prepared officially a kind of catechism setting forth in plain phrase the method just described of keeping a wife happy—which is at once sure, simple, easy and so dirt cheap!—and let every applicant for a marriage license be required to repeat the answers of this catechism verbatim.

Then let it be enjoined upon all ministers of the gospel, judges and justices of the peace that, however brief the form of vow used in performing marriage ceremonies, it shall under no circumstances omit a solemn declaration on the part of the man that in the entire future, as he has in the near past, he will continue to court this woman, without cessation or interruption, until death does them part. Quillo.

Light Weight Footwear Best.

Persons whose feet are sensitive may save themselves much suffering in warm weather by adapting their footgear to the change of temperature. It is a fact that once the feet swell from heat or irritation caused by it, they are more likely to give pain again, and so much trouble may be staved off by putting on thinner hosiery, as well as shoes as soon as the days are warm.

Lisle hose should never be worn by any person whose feet seem inclined to burn, for there is no give to lisle thread, because the yarn is tightly twisted, and so there is no softness. Cotton, even of a coarse quality, has softness, and that which is thin is the most desirable for sensitive skin. Sad to relate, it is expensive, comparatively.

Calfskin or heavy leather of wax finish should not be worn after cold weather is over, for both are warm, the latter especially so, because the wax fills the pores of the leather and all ventilation is shut off.

Kids, white canvas and russet leather are best, and a sole heavier than paper quality should be chosen, as one that is too thin immediately admits the heat of the pavements and so irritates the feet.

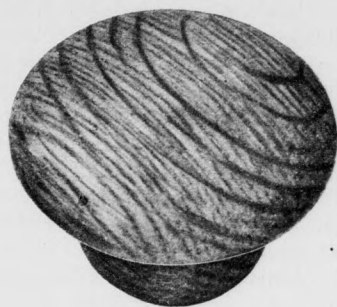
Powdering the feet carefully every day before putting on stockings is another simple treatment which will make for comfort, especially when all crevices between the toes are dusted, for friction of the skin will thus be prevented. Where irritation is extreme, rubbing the feet carefully with cold cream and then powdering will frequently prevent the trouble, and if the superfluous grease is lightly wiped off before powdering the hosiery will not be soiled.

It is as essential that stockings should fit the foot as that shoes should. If too tight they will cramp the toes, while if too loose they fold into creases that cause pain. This fact is sometimes an explanation of much suffering with the feet.

Anne Boyer.



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.

AFRAID TO BE HAPPY.

Peculiar Affliction of Many Well-Meaning People.

Don't be afraid to be happy.

There are all kinds of superstitions. A superstition is a sore spot on the soul. Unless cut out it is liable to cause spiritual blood poisoning. It is a point of panic which is always in danger of spreading and throwing you into a state of fear, which means mental and sentimental paralysis.

Even a trivial superstition is a nuisance. Some people dread to pick up a pin with its point lying toward them, or its head, I forget which. Some have a horror of Fridays or will not sit down with thirteen at the table for fear one of the number will die before the year is over, and others tremble for what will happen because they saw the new moon over the left shoulder.

Even intelligent persons retain lingering remnants of this virus in their otherwise rational minds. A college President once refused to make the thirteenth at a dinner and explained that, while he did not believe there was anything in it, still there was no use flying in the face of Providence.

But of all superstitions the one which causes the most useless annoyance is the notion that something bad is going to happen because we are so happy to-day. To many of us it comes as an occasional quail; to others it is a sort of settled conviction, a miserable philosophy of life.

When the family are all gathered in delightful reunion, be sure to spring the cheerful observation that you will probably never all meet again. When your friends come around the festive board do not fail to wonder which will be the one to die. As you enjoy your days with your wife cultivate the habit of speculating as to which one will be taken away first. Never look at children playing without heaving a sigh to think how soon those merry days will pass. Go ahead. Spoil every dish of joy Fate offers you by sprinkling quinine in it.

Dramatists and novelists and all literary folk overdo this sort of thing. Whenever the heroine steps forward to exclaim that she is so happy and radiant and blissful and that her cup of joy is foaming over, you can rely upon it that the villain is about to enter and muss up everything. It is a dramatic contrast that is tempting.

But the worst thing you can do is to dramatize in real life. Every day existence would be reasonably agreeable if we did not constantly edit it for publication. There are vast sweeps of joy in Nature; reality is usually sweet; it is too sweet; we have to spoil it for sheer contrariness.

Whoever made this sublunary planet with its men and fishes evidently intended life to be pleasant. Every law of Nature is attended with pleasurable sensations. There is no doubt that birds love to fly and sing and eat worms and build nests. What all animals have to do by nature they evidently like to do. Each of our necessary bodily functions, as eating,

drinking and sleeping, is delightful. The whole orchestra of the universe is tuned to joy.

Then why be afraid to take a little joy when it comes our way? I am not speaking of sin and folly and mistakes and shiftlessness. All that is another story. But as to this common lot of mankind, would we not be much better off if each let himself be as happy as destiny gives him a chance?

When happiness comes along say, 'Come in! Glad to see you. Sit down and stay as long as you can.' That is better than saying, 'Now, you move on. The last time you were here Calamity followed you. You can not fool me. You always have something up your sleeve.'

We do not need recipes for happiness so much as sense to appreciate what we have. The world is full of philosophies, religions, doctors and quacks to instruct us how to be blissful. We eternally tinker with ourselves, trying a new medicine or a new faith to see if we can not by hocus-pocus get what is already ours by fact. For we are happy most of the time, only we treat happiness as if it were a piece of cheese in the mouse trap of destiny.

There are two great enemies to present enjoyment. To-day, we might say, full of primal waves of joy which thrill ever through the world. To-day stands crucified between two thieves, To-morrow and Yesterday.

Out of yesterday come remorse and regret. Out of memory rise the foul mists to obscure to-day's sun. Alas! "It might have been!" also "What a fool I was!" likewise "Why did it ever happen?" Now, the one good thing about the past is that it is past, that it is there and not here. And that is the one thing which we forget.

On second thought there is another good quality in the past, which is that a past mistake or sorrow is just as useful as a pedestal on which to erect to-day's joy as a past pleasure would have been—often better. It is a poor rule that won't work both ways; and if the lugubrious wail of Tennyson be true, that

"Sorrow's crown of sorrow
Is remembering happier days."
it ought also to be true that joy's crown of joy is remembering worse days.

The other thief is To-morrow. From there come apprehension, foreboding, and all that pestiferous crew of mental pirates. But what's the use? If calamity is coming we will be all the better prepared to meet it if we have kept up our nerve by joy to-day than if we have worn our souls out fighting the shadows of the approaching monster.

To-day is a priceless gift. It is all that is mine. It came baptised with the dews and consecrated with the rose clouds of dawn; it spreads its banner of glory twelve long hours in the sky, and at night it fades into starry splendor in sunset hues more gorgeous than those of daybreak. It is the immediate jewel of all living creatures. It is required of me only to take it.

Why postpone life?

My mother once had a hired girl

whom she found one afternoon sitting by the kitchen window weeping and wiping her eyes with her apron. "What's the matter, Mary?" asked mother.

"Oh, I dunno. I was just sittin' here a thinkin'."

"What were you thinking of to make you cry?"

"Oh, I dunno. I got my work all done and the kitchen all redded up, you know, and I just set down here and I didn't have nothin' else to do and I got to thinkin'."

"But what about?"

"Oh, I dunno. I just was thinkin' what if I was married, and what if I had a little baby, and what if I took the little baby down cellar with me to git some molasses and what if I sot the little baby down on the floor and turned around to draw the molasses out of the bar'l and what if there was a big ham hangin' up right over the little baby, and what if the string broke and the ham fell down and—killed—the—little—baby!"

Frank Crane.

Carried Away With It.

Newdad—I'm sure of one thing—that baby of mine won't have the slightest difficulty in learning to walk.

Olbatch—How's that?

Newdad—He insists on my giving him Westonian demonstrations for an hour or so each evening.

The Value of Borders.

There is no gainsaying the fact that borders in advertisement setting have come to stay. Why? Simply because the border to the advertisement is the same as a frame to a picture. It gives the advertisement a pleasing appearance and at times distinguishes it from numerous other advertisements more striking to the eye and more apt to appeal to a large audience with a border than without.

Therefore, while an advertisement may be nigh perfect in makeup, timely and desirable in many respects, these qualities are strengthened when we surround it by a design or setting fit to the nature of the article or business advertised. The border then unites with the word picture so as to produce completeness, which must attract and hold the attention of the reader and accordingly produce good results. Within the past few years there has been no end of neat and attractive styles of borders, so there can be no excuse on this score. This increase in the number of styles is truly an indication of the high value placed upon them by advertisers and shows conclusively that this sort of ornamentation is pleasing to the eye and has come to stay.

R. H. G. Smeltzer.

The catalogue house can not be overthrown by abuse. The way to go after them is to develop modern merchandising methods.

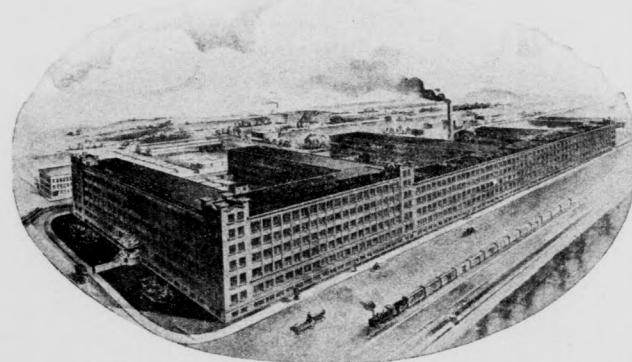
Klingman's Sample Furniture Co.

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., (Coldbrook and Ottawa Sts.)

The Largest Manufacturers of Store Fixtures in the World

DOG DAYS.

No Relation Between Them and Degeneracy.

Written for the Tradesman.

Is the average man more prone to delinquency during the heated term?

Isn't the average customer a little more penurious and touchy during the time Old Sol maintains his perpendicularity and amuses himself vaporizing sweltering humanity?

Is the best natured and most dependable clerk in the whole store a little apt to let down during dog days, forgetting his erstwhile suavity and lapsing into moments of temporary forgetfulness, playing peek-a-boo with the clock and longing for the closing hour?

Isn't the average merchant himself liable to develop grouchy symptoms strangely unlike the even-tempered ways of that gentleman—times when he is unwontedly blunt in his address both to clerks and to customers; times when, apropos of nothing in particular, he snorts and storms and raises heck generally?

These are manifestly questions for the casuist. I wonder if they are actually so—these strange symptoms—or if they only seem to be so. If they are only in the seeming, why are they there? Is hot weather productive of delinquency? Do we actually have more devils during these scorching, withering, blistering days and nights of summer? If not actually more devils, do we have more alertness and aggressiveness on the part of our one orthodox Devil? Does perspiration and other bodily discomforts incident to a blistering sun make a man less trustworthy and civil and moral? Can a man be a perfect gentleman when it is a hundred and three in the shade?

Alleged Influence of Sirius.

Do you see yon brilliant star in the heavens? That is Cirius, the dog star; Cirius the ill-omened, pestiferous luminary whose influence is thought (or rather used to be thought) to be prolific of harm.

Cirius is fifteen times as large as our sun—and that's going some. Suppose you could travel as fast as a ray of light, and suppose that ray of light traveled so fast it encircled the earth eight times in a single second—well, if you were just that speedy and got it into your head to make a call on Cirius, the dog star, it would take you just twenty-two years to reach your destination. And that is only another way of saying that it is quite a piece to Cirius. Some one with a mathematical penchant (and some spare time on hand) has estimated that it would take a cannon ball flying nineteen miles a minute two million years to make the transit from the earth to Cirius. So it isn't likely that any airship lines will be established between us and Cirius.

And yet in spite of the evident remoteness of Cirius, the dog star has long been thought to have much to do with the summer troubles of people. The ancient Egyptians, so we are informed on good authority, regarded it with mingled apprehensions of hope and fear. The Romans, who had a clever way of worming them-

selves into the good graces of everything under heaven they could not bluff into submission, sacrificed a dog to render the star propitious. "Parched was the grass and blighted was the corn," sang Virgil, "Nor 'scape the beasts; for Cirius from on high with pestilential heat infects the sky."

Now if Cirius is actually responsible for our sins and misdemeanors committed during the summer months he has much to be responsible for truly. But this thing of imputing human weaknesses to a remote celestial body strikes the modern mind as being a trifle naive. There was once a time in the development of men's minds when stars were supposed to play an important part in human destiny. Napoleon spoke much of his "star," but with him it was a figure of speech, and doubtless he attached very little real significance to a literal star. The modern mind is inclined to look nearer home for the cause of his delinquencies and shortcomings.

Shifting Responsibility.

Now the chief value of this old, pre-scientific idea of the supposed malign influence of Sirius illustrates a well known tendency of human nature: namely, the disposition to shift responsibility. Has somebody blundered? It wasn't I; it must have been the other fellow. Is Billy Patterson struck? Well, who struck him? Not I. Enquire as you may, nobody knows.

Our first parents are said to have started this custom of shifting responsibility in the Garden of Eden. We have inherited the penchant. If somebody blunders and the lightning express fails to slow up, and crashes at full speed into a freight train on the main line, hurling scores of men and women into eternity in the twinkling of an eye, you search in vain for the guilty party. Nobody is willing to admit that he was in error.

And so it comes about that, from the least to the greatest, we are pre-eminently excuse-making bipeds. Things are unpropitious. Our environments are not congenial. We have not any chance. If we only had a real opportunity.

Why can't we be absolutely candid with ourselves? Is man a plastic non-entity to be moulded into this, that or the other shape, according to the peculiar mould of his surroundings? Must I impute my sins and shortcomings to somebody or something else? Why can't we learn to take our medicine? If I fail it is because of some defect in my plan or the lapse of energy back of the plan. You can't beat a real man out of his inalienable rights. Most difficulties that men find under the sun are imaginary; but even if they are real your determined man dissipates them by the white hot energy of an aggressive will. Some so-called men have a perennial streak of childishness in them; they are forevermore palliating their own sins by imputing sinister influences to others.

Thus doth the mind play tricks upon itself. Dealers in one line opine they could make good in a hurry if they were only in some other line. The other fellow's profits seem

longer than our own. Less also does his difficulties appear to be. The store isn't located where it ought to be. We could do better on another corner—in another city—with a different class of people to cater to. The window trimmer could trim better if he had other lines. The advertising man could pull in more trade if he were only foot-loose to spend with lavish hand. The clerk could sell more goods if—but what's the use?

Now the sober truth is Cirius, the dog star, has absolutely nothing to do with your midsummer escapades. And another thing, analogous but not identical, is that you can do anywhere, at any time, the thing that you are fitted to do. If you can build up a big business anywhere you can build up right in your own town and amongst your own kith and kin. You don't have to go to Chicago or New York to launch money-making enterprises, and you don't have to have an antique writing desk and picturesque surroundings to write a classic. If the thing is actually in your system you can pound it out on a broken-down typewriter and sell it to your publisher on a royalty basis. The thing to do is for you to get busy in your own small corner.

Eli Elkins.

Umpire To Blame.

"You say you were away from the office yesterday because of illness?" said the stern employer.

"Yes," replied the young man, who knew he was discovered. "Several of the umpire's decisions made me sick."

It is good evidence you have only half a truth when you think you have a monopoly of all.

Nothing will help you more than helping a man when you do not want to.

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

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.

Your customers like it



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

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

It pays you more than an ordinary profit.

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

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

GROWTH INCREASES INVESTMENT

But added telephones mean at once increased income.

CITIZENS TELEPHONE COMPANY

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

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.

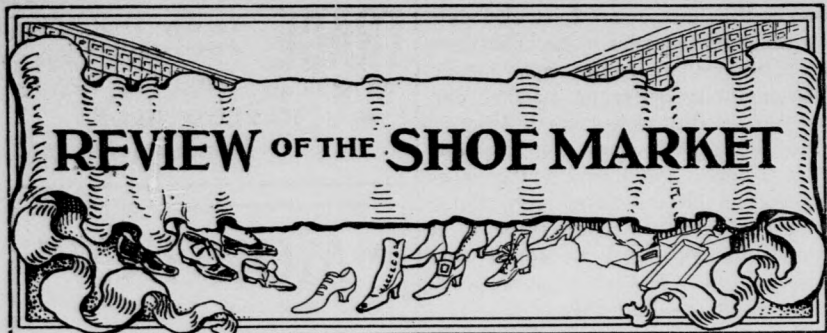
INVESTIGATE IT

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!



Resultful Methods For Securing the Country Trade.

Written for the Tradesman.

In last week's Tradesman attention was called to the increased sense of awareness and to the growing appreciation of better shoes on the part of country customers. This is, of course, not a theory but a condition; and it has been brought about by conditions which are not far to seek. Country people have more leisure, more money, more intelligence and more ideas of the proper sort of footwear than they ever had in this country, and this very circumstance is a challenge to the wide-awake shoe dealer of the smaller city or town.

In order to avail himself of the vast new possibilities implicit in the outlying territory surrounding his town or city he must cover that territory with advertising. Mail order people are after the shoe patronage of people who should, by every consideration, deal with local shoe merchants. And now and then certain parcels come in by express—parcels which look to be about the size and shape of shoe cartons—addressed to persons living within a radius of four or five miles of the town. The probability is these parcels contain shoes. They may have cost the consumer anywhere from \$2.95 to \$5; but the chances are dollars to doughnuts the local dealer can actually sell the recipient of the parcel a better pair of shoes at the price than the catalogue house from which they came. But how is the consumer to know that? He has no secret process of divination. He is not a so-called mind-reader. But he is a reader of advertisements; and the catalogue people have thoughtfully supplied him with shoe advertisements to read. He does a pardonably natural thing, therefore, to go in his day of shoe needs to the very people who have supplied him with literature about shoes.

Now there are certain laws governing trade in this country; and one of them is a very definite prevention of what is known as "restraint of trade." Any man, whether he has a small store in a country village or a colossal mail order house covering several blocks in a big city—any man has a right to go after business in legitimate ways. He can map out trade-winning campaigns of any magnitude of which he is capable; and he can invest several dollars or several hundred thousand dollars per annum in advertising. And the law guarantees equal rights, privileges and immunities to the little storekeeper and the big catalogue man. The local shoe dealer of the lesser municipality may

feel like ousting forcibly the catalogue barons from his local preserves; but he can not do it. There is only one way he can dispute the outsider's right—and that is to prove to consumers in that circumscribed territory that he, the local man, is prepared to render a better service than the outsider. That he can do if he is willing to pay the price.

Covering the County With Shoe Advertisements.

I have a shoe dealer friend in a city of some thirty thousand inhabitants who is now getting ready to go out on what he calls his mid-summer advertising trip through the county.

My friend's town is not the county-seat town, but it is by all odds the largest town in the county; and naturally the merchants of the town draw very heavily on the country trade. In certain lines such as dry goods, jewelry, furniture, hardware and cutlery, farm implements, clothing, haberdashery and shoes the town is well equipped with excellent retailing establishments. My friend's shoe store is one of the best equipped stores in his part of the State. He has built up this business within the last ten or a dozen years.

Every summer as the dull season approaches he provides himself with several thousand cardboard and metal signs, with a good strong buckboard and horse, with a tack hammer and a generous supply of nails and tacks and drives out into the country. Some of his cardboard signs are stock shoe signs which he buys from an Eastern concern and some are cardboard signs gotten out by local printers. All of these cardboard signs are treated to a coat of paraffin, which makes them impervious to water and prolongs their service indefinitely. They come in different shapes—12x18 inches, 18x24, 6x18, etc. Each year he puts out, in addition to these cardboard signs, 500 or 1,000 sheet iron signs. (These are, of course, stock signs which come from a concern making a specialty of such things). These he nails securely to barns, posts, trees, telephone poles, etc. He stacks this advertising matter in the back of his buckboard in separate compartments and selects the card to be used advisedly. He takes his time and does the work thoroughly. He is careful, you may be sure, to ask permission if he is in doubt about the propriety of putting a sign in a certain place. He knows that it pays to make haste slowly in such matters; for a sign nailed up on a tree near some farmer's front gate may lose one that

farmer's trade. And then, of course, if the farmer resents your putting it there, he or one of his boys will pull it down and destroy it.

So my friend goes about his work systematically; makes a sort of outing of it. Takes time to talk with every farmer he meets; asks him about corn, small grain, fruits, etc., and shows that he is really interested in him. In this way he has broadened his circle of acquaintance in a wonderful way. He carries with him little souvenirs—post cards, lead pencils (with the store name on them) and other little inexpensive things; also a generous supply of stogies. If he is talking to a farmer who is smoking a pipe he will reach down in his buckboard and fetch out a stogy, saying: "Pretty hot for a

pipe! Try a stogy on me for a change." In this way he makes friends. And then by taking time he uses his outdoor advertising to better advantage. For instance, he says he will often put as many as a dozen nails in a metal sign; says it pays to nail them up securely while you are at it. They will last for years if you nail them on tight. But that is just what your disinterested man doesn't do who is sent out by the merchant for that purpose. He is in a hurry to get through the job and get his money.

Shoe Booth at County Fair.

In my friend's county there is held each year during the month of August an old-fashioned county fair. They have one of those old-time, covered-in amphitheaters, with the

MICHIGAN SHOE COMPANY

Wholesale

SHOES

AND RUBBERS

146-148 Jefferson Ave. **DETROIT**

Selling Agents BOSTON RUBBER SHOE CO.

If You Want
To Hear the Cash
Register Jingle



Stock Up Right on

Gloris Oxfords

For Women

Some dealers play the high priced Oxfords to a finish—sort of forgetting there are a lot of women that are going to want Oxfords—good snappy ones, too—that can only manage to pay \$2.50 per pair for them, and if you haven't seen the Gloris Oxfords let us have a postal for samples today.

HEROLD-BERTSCH SHOE CO.

Makers of the Famous

H B Hard Pan and

The Bertsch Shoe Lines

Grand Rapids, Michigan



show-ring in the center. And they have all the time-honored attractions of the country fair, together with a brand new leading attraction each season. This year, for instance, they are going to try to get a professional aeroplanist to give them a few thrills.

Several years ago it occurred to my friend that the county fair would afford him a splendid opportunity to advertise his shoes. So he got a fair sized tent, some 16x20 feet, had it built so one side could be raised and supported on poles (which were painted a beautiful sky-blue with red trimmings). He had the tent divided into three compartments, one for men, one for women and one for his own private use.

He had some cane rockers and some green-tinted oak chairs for the comfort of his visitors; had some posters and inexpensive pictures hung or pinned to the tent walls; had a soft pine floor laid and some gay and festive little rugs on the floor; had a water cooler and some glasses; had mirrors, combs and brushes in both rooms, and you may be sure he had some shoes there, the two elegant glass cases—his findings caes. One of these was filled with a choice selection of women's and children's shoes, while the other case displayed men's new and stylish footwear. He had also sundry kinds of souvenirs—all bearing, you may be sure, the firm's advertising. He had paper fans, shoe horns, post cards, lead pencils, megaphones, etc.

In front of the tent and running its full length was a big banner announcing: "Bauer's Headquarters" (and in smaller letters below), "Come in and Cool Off." This banner was painted on heavy duck, bound with half inch rope and securely anchored. As the tent was conspicuously located, everybody who attended the fair saw the banner—and most of them, at one time or another, went to have a closer view of the novel "Headquarters." Bauer had a young man (one of his clerks) to assist him, and one of them was on duty all the time. The young man had a cot in the private room and slept there at night. My friend told me that this is the most profitable form of country advertising he has been able to devise. People are coming to the shoe read-quarters all during the day. They drop in and sit down, have a look in the mirror, arrange their hair, get a drink of water, take a paper fan or a megaphone, look at the shoes, ask questions about styles, prices, etc., tell who they are, where they live and a hundred and one other things that give the shoe merchant a line on his country patrons. This method of getting out with the people when they are enjoying their one big mid-summer festivity is one of the best advertising stunts I know of. The original cost of the tent was slight compared with the results secured, and it has been used now for three seasons and is still practically as good as new. The only additional expense is the money spent for souvenirs and the expense of transporting the outfit from the city to the town where the fair is held, board for himself and assistant and a small

fee for the privilege of operating his booth.

The dealer friend of mine tells me that the enquiries he receives about shoes and prices, the evident interest that the country customers take in the wares displayed—and finally the actual orders that he and his clerk book for shoes right there on the ground—convinces him that this is one of the very best methods of going after the country shoe trade.

A Select Mailing List.

In spite of all that has been said on this subject shoe dealers seem slow—I mean the shoe dealers of the smaller towns and communities—in acting upon the many good suggestions which have been made.

"Oh, that method is so common," says one man. It isn't common—unless you make it so.

"But it costs so much." Well, you don't have to put out your circulars in five and ten thousand lots. Make the list select—that's the very point.

By consulting your records you will know what country people bought their summer shoes from you last season (or at least you ought to be able to have this information at hand). Very well, then, have all of these old customers been supplied this season? If not, why not? What about the seventeen old customers who have not come in for seasonable shoes? Circularize those seventeen old customers. Write them a letter thanking them for their patronage, telling them about the amplitude of your present stock of seasonable and modish footgear at proper prices, invite them to come in and see some of the latest and niftiest creations in the footwear line; assure them of your willingness to please, to make right any possible difficulties and to serve them to the best of your ability.

One dealer in getting out this sort of advertising matter is just now stressing a particular feature of his service, namely, his expressed desire to give careful heed to the individuality-requirements of his patrons. He will make it a care to fit every type of foot, for there are vast differences. Some are short and plump; others are narrow and long. Some require a straight last; some take a "swing" last. It is his business to know. He measures the foot; goes by actual space-requirements rather than arbitrary sizes. That line of talk is good; but it's chief merit in this connection is that it illustrates how you can feature something in your circular letter.

Now with a select mailing list of people who have hitherto traded at your store, or a list composed of substantial people whom you wish to secure as patrons, you can work systematically, just as the mail order people do. And they work on the never-give-up principle. Suppose the first letter is ignored, do these catalogue folks get pestered and quit? Not much. They keep fighting it out on that line until they win—or know why. And that is what the smaller shoe dealer of the lesser community must do. Cid McKay.

Go over the business thoroughly with a view to stopping leaks.



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



Bekvān

Some people's feet are overly wide across the ball and extra high in the instep.

Our Bekvān (calm comfort) is absolutely the most easy shoe for this kind of foot that has ever been devised.

Bekvāns are made from Cordivan, Genuine Kangaroo and Black Chrome leather, bal. or blutcher, with Goodyear welt soles.

Being as they are such a great combination of supreme foot ease and long hard service, they are a profitable \$3.50 seller that is always in demand.

Rindge, Kalmbach,
Logie & Co., Ltd.

Grand Rapids, Mich.



The Pilgrim Purchases a Pair of Shoes.

Without delving too deeply into the psychology of resentment, or whether this mood is but the embryo of revenge, it is true that the needless causing of physical pain to us awakens baneful vindictiveness. And how it is multiplied when we realize that the infliction of the pain is undeserved and has been visited when we were all too unsuspecting.

It chanced recently that to preserve my antibarbarian status of habilament I found it necessary to purchase a pair of shoes. There was a preferred dealer who hitherto had satisfactorily met my like needs. In my confidence of his business worth I sallied forth to his establishment. Pausing at his window I perceived a style that struck me as being what the ancients termed, "neat but not gaudy." For be it known that I am a plain, blunt man to whom comfort is as necessary as style.

My favorite clerk greeted me smilingly. Oh, the fawning publican! Oh, the heartless, soulless, spawning lizard! If there are any other anathemas, vertebrate or invertebrate, which would apply to him or his variety my mind has been emptied of them. But I am digressing. You pilgrims who have experienced that which will hereinafter be told will forgive me and mayhap add to my castigating vocabulary.

Seating me in the chair and learning my wants he proceeded to show me the style. It looked good to me. "Sir," said I, just like that, "my size is seven and a half E. Proceed and bring forth shoes of such dimensions and none other."

Apropos, let other than Sweeney, the professional although mythical shriver, learn that there is width as well as length to my feet.

Smilingly the urbane clerk arose and peered carefully over the shelves. As I look back now I recollect that he ponderingly fingered some inverted boxes, scratched his head and as if with a sudden inspiration or display of light censure of his eyesight at neglecting to notice this particular box. Seed of Dragon, you did, you know you did!

With a grandiloquence worthy of a monarchical ambassador he displayed the box's contents and proceeded to adjust one on my left foot. In his retort to my remark that it was uncomfortably tight, I discerned such blandishments as swollen foot—elastic calf—will stretch—new shoes should be tight. Skeptic still, I asked: "Are those E width?"

With what savoir faire he assured me that it was E and no other. Peering at the cryptographic assortment of figures inside the upper of the shoe I found scant assurance therein of my doubt. And here let me state that I accuse the shoemakers as aiders and abettors of pernicious practitioners. It is only charity that bids me add they may have another reason.

Well, I purchased the shoes. At the end of four hours' wear I was conscious of as quintessential torture as I had ever experienced. A jumping toothache, mal de mer, a gripish headache, pale beside this nerve

racking pain. If the middle-age inquisitional boot torture ever approached this excruciation I do not blame the unfortunate victims of the black-robed gentry for confessing all the crimes on the calendar.

With breathless speed, like a soul in chase, I sought the shoe merchant and his servile future gate-tender of Hades. There I was assured my feet must be tender, and that all the shoes needed was a little stretching. What balm was this for the aching joints and the benumbed toes?

And then the shoes were stretched.

The spreading last cracked and the leather groaned in rebellion. Did I chance to don them again? Verily I did. I was on my way home. Did my wife ask me the reason for the indigo-tinted oracular air blasts? She did, and to my sorrow let me state that I so far forgot her feminine superiority as to express it in a forceful vernacular less elegant than forceful.

Oh, how sore I was! But I was stubborn. A cantankerous army mule, or a superobese porker can display no more of this trait than I and for equally senseless reasons. But I am not so ostentatious of it as the other beasts. So I began to make excuses. They were merely aimed to elude what appeared to be the machinations of the recalcitrant shoes. I would have them stretched properly and to the limit, although they should become sizes too large.

Next morning with the most dulcet endearments, yet with marked preciseness, I requested that the shoes be stretched and wet and stretched again until the most expert of last-makers would be confounded as to their original shape. They were to be made wide. Mark you, I, as yet, was ignorant of the culpability of that Satan's cohort of a salesman. My personal resentment was aimed at the shoes, which I vowed to conquer or "bust."

Two days after I again obtained the shoes. Yes, they were stretched, and to such a shape their own twin brothers would not have recognized them. How comfortable they felt! Victory perched on my banner. I was victorious. But wait.

That afternoon it chanced to rain. The shoes clasped my feet tighter. A pang shot through my frame. Holy jumping St. Claude! Another and yet others in rhythmic concurrence ambled after. Ye gods, how I raved! Vicious expletives were showered upon the gamut of shoe dealer, shoe salesman, shoe maker, last maker, tanner and even the unbranded maverick that first wore the skin.

I stumped into a cobbler shop and asked relief from my woe. Would that I had never met this last iconoclastic idol-breaker. He annihilated my faith in human kind. I can not say that I was thankful for it.

"Sir," said he with a squintish air of omniscience, "you should have an E last. This is a D."

Humbly I received the sentence. Abjectly I wandered forth into the daylight and the sinful world. After debating as to the expediency of going to the shoe dealer and there pouring forth the torrent of fitting

invectives that were on my lips to utter, my sadness overcame my irascibility. Disconsolate I sought the quiet and peace of my hearth.

But peace was not there for me. I was stubborn yet. Despite the machinations of guileful man, regardless of the perverse pertinacity of shoe leather, I was still whimsical enough to resolve to subject these influences. At divers times, in my home, on short walks, during odd moment, I wore the shoes until eventually I wore them a whole day. At last after a month's intermittent wear I had conquered and then I deposited the villainous contraptions in the bottom of my shoe box. Then like a general who marshals his forces after a battle to learn the extent of the casualties, I over-looked the scene of conflict and recorded: two joints enlarged, exceedingly tender and painful; two tendons that traversed the joints sore and rebellious to each step; a marvelously fine assortment of infantile corns that in an incredibly short time were full-fledged agony workers.

Then I let loose the flood gates of my wrath and anathematized to the heavens and as far below as it would reach. I plotted and harbored salacious death tortures for that shoe salesman. The name of the shoe merchant became a hissing and a by-word to me. I vowed I would sooner tread unshod primeval paths of spiny thorns than patronize him, should it ever come to pass that his were the only emporium where shoes were procurable.

And now, should this reach the eyes

of other vendors of shoe covering, let me add this apostrophe: Oh, men of worth! Oh, Diogenic wayfarers, to whom truth is more than pelf! Oh, men astute, of business sense and tact! Keep your lines full that ye may fit. Should special sizes be run out, for the love of holy Michael tell your customer, and if he can't be switched to another style or can not wait, express your sorrow and do not fear. You have not banished a future customer. And further, but most important, if you have a slick smart Aleck for a clerk who will not do the same, bounce him until he puts the threshold forever between you.—Boot and Shoe Recorder.

Learning Not Everything.

A university education is no guarantee of success. It is a short cut in mind training, but it is like a tool—of no use unless put to work. Work is the secret of success, but it must be properly directed by a trained mind. Many university graduates are poor citizens, not because they have acquired a little learning but because they are too lazy to apply it to some useful purpose.—Boot and Shoe Recorder.

Buckle to it, my boy!—that's the programme.

MAYER Honorbilt

Shoes Are Popular

Trade



Mark

A Good Fall Business

Is in sight The recent rains have allayed the fears of crop failure, and we look forward to a plentiful supply of money in circulation this fall.

If you have delayed placing your fall order until you might be more certain of your needs, you cannot afford to risk being unable to satisfy them by hesitating longer.

Our line for fall is the strongest ever. We are in position to take care of your wants to your entire satisfaction if you will carefully examine the line when our salesman calls and order at once.

Hirth-Krause Company

Makers of
Rouge Rex Shoes

Grand Rapids, Mich.

MORE BUSINESS.

Quality Too Frequently Gives Way To Quantity.

Business so long has been accepted as being business and nothing else that long ago it was taken for granted, at least in its figurative sense, and to an almost physical appearing point. At the present time actual business—as business—must be considered in many lines as a strictly material, substantial, and not to be overlooked something leading to the end of more business.

Make your business specialty yield you more business. Fix it so that no matter how much of a product you manufacture and sell you can not glut your market. Your widest opportunity to this end is in the manufacture of a piece of more or less complex machinery in widest use. "But to explain," quoting from an expert's address upon as abstruse topic.

There is the typewriter, for example. Millions of them are in use, and of a dozen or more patterns. The early builder of the typewriter built for lastingness. He was likely to tell an intending purchaser that he could throw his machine out of third story window and leave a loaded truck run over it with one wheel while the owner took to the first escape in the rear—at last to find that the typewriter was as good, or better, than it was before.

To-day there are changes in scores of such small manufactures of many parts, all of them to the end of having the small manufacturers of many parts, all of them to the end of having the small essentials wear, and break, and bend, and drop loose until the bill for the repair man's time and the price of the small extras cause

the owner to start thinking about buying a new machine altogether.

Years ago there was a type of manufacturer whose individuality went into his workmanship. His grandfather may have started the small business. He expected that his own grandsons would succeed to it. And, above all things, that old fashioned manufacturer felt that at the end of another three or four generations the quality of the manufactures of his house would be standard for quality, effectiveness, and lasting use.

Things have changed sharply in many of those industries where the great corporation, manufacturing by the hundreds of thousands, specializes to a tremendous and still growing portion of the earth's surface.

Corporate brands upon a manufactured article of the present mean far less than did the old brand of the individual maker. The corporation seeks the short cut machine, producing automatically the dozen, 100, or 1,000 parts of a mechanism. The more complicated the constituent parts of the mechanism the more chances for slipping into wearing parts a softer, cheaper, and less lasting metal.

The result is that at the present time machinery of many kinds purposely is built not to wear. If the owner of the machine—even grumbling a little—is willing to throw out the old machine and buy a new one at the end of four or five years, what is the use of building a machine that will last eight or ten years? There's nothing to it, is the business man's decision, and he sets his mark accordingly.

One of the old expert mechanics in trimming up the type setting machine told me the other day that in the beginning there were parts of badly worn machines of years ago

which were as good as new in the old machine, while under present manufacturing codes, soft, cheap metals have entered into it which wear out months or years before their time.

In some of the great businesses where large numbers of such machines are used it is the custom now to let them run with the minimum of repairs and a few years after their installation, tear them out, charge them off the ledgers as necessary to upkeep, and install the new machinery, sometimes at costs running to \$100,000 or more.

The ordinary sewing machine that is cared for in the home where the minimum of stitching is done is one of the best examples of the custom. When such a machine has run the maximum of years and the minimum of work taken out of it, something goes wrong with the mechanism. The housewife goes to the sales agent to ask about the repair part. He is shocked when the mechanism is described.

"My dear madam, you have an old style machine that we almost have forgotten. That is our old style No. 11,745. They are wholly passe to-day. Now let me show you a new machine that is strictly up to date that will patch dry rhinoceros hides and quilt a cotton quilt diagonally from each of the four corners."

Which means that the old machine that can't be cobbled up by the village blacksmith (who no longer is in business, anyhow) must go to a premature scrap heap.

Strictly speaking, the manufacturer has reached that stage of manufacturing where he counts largely upon the minimum of satisfaction, as measured in time. What will his traffic bear? How short will be the short haul clause in the salesman's catalogue of

prices? One of the standard makes of typewriters is insured for only three years, now, where before it had scarcely a limit put upon its longevity.

Fifteen or twenty years ago one might buy an alarm clock for \$1.50 and count upon its waking him for three or four years. To-day alarm clocks are on the bargain markets at 39 cents and one isn't sure that it will last a week of continuous running, while the chance of its alarming anything is a 20 to 1 shot, especially when you have to catch a train or boat early in the mornig.

The chief trouble with most of these manufactured articles of kindred complexity is that the material that is subject to wear is of inferior quality. The machine made clock—provided the material of its construction is good—has been declared superior to the old hand made clock of our grandmothers in the matter of keeping time. But brass is a composition and there are many grades of it, largely cheaper than ever before.

There is no doubt that in lines of certain manufactures, public tastes demand a renewal of the manufacture after only a few years. Something catchy in finish or small in improvement is suggested.

As a matter of fact, however, the alarm clock of any kind must be appreciated and its owner in thorough harmony with its purpose before the longest, most intermittent clangings it can produce become effective.

Watch the position of your advertisement. Don't let your newspaper play jokes on you by putting your advertisement in some obscure corner. Pick the likely spots even if you have to pay a little more for your space.

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 6¼ 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.



Why Should Nails Be Sold At No Profit?

The great period of travel came to this country with the railroad and the steamship. Our modern educational system has trained the youthful brains of millions to grasp learning seemingly beyond their years and to forget it with equal rapidity. It remained for the little wire nail to welcome the great age of building.

When the crude old cut affair was king of nails, real speed in manufacture was unknown, but with the wire nail came machines capable of producing the finished product at a speed almost beyond belief. In the old day of the hand made nail a carpenter climbed down from a high staging to profitably pick up dropped nails, but to-day a better product is sold cheaper than carpenter's labor and he simply reaches into the pocket of his nail apron for another handful.

Nails, one of the most important building materials in the world, cheaper than labor? This is distinctly a compliment to the manufacturer and shows just how he has nailed every improvement and clinched one after another of the brain efforts of the age into his business.

Good nails, cheaper than carpenter's labor, isn't such a compliment to the hardware merchant who sells them at a loss or on a swap dollar basis. Nails are commonly considered in hardware stores much the same as sugar in the grocery store, an essential on which profit is out of the question.

The buying, the stocking and the selling of nails has caused more hard feeling among the trade than any one subject, for the question is always before us, and some of our numbers are slow to learn that even good, honest, sensible customers who wouldn't even steal from a corporation will deliberately lie about the price of nails.

I am not a strong believer in the success of local cut-and-dried prices on many common commodities handled by different dealers in the same town, but a few very standard lines should be handled that way, and nails stand at the head of the list. Make an agreement with your competitors which will eliminate any danger of selling these goods at a loss, and stick to that agreement as tightly as though you were pasted there with a can of the glue you recommend to hold anything.

I know a certain town where Jones, Brown and Green own hardware stores. They are all good, honest, hardworking dealers, blessed with

more than the ordinary amount of intelligence. A year ago they agreed on a base retail price of \$3 per keg on nails and gazed with serene confidence into the cloudless future. But soon clouds began to appear on the business horizon because a well-known carpenter told Jones that Brown was selling nails at \$2.90 per keg. Honest farmer Smith started a similar storm down at Brown's hardware with a very similar story, so both cut the price to \$2.90, while they cursed their competitor's methods and doubted his honesty. The third merchant in this combination lived his contract out to the letter. After the ripping of the unclimbed nails of this contract had begun it was three weeks before Green knew to a certainty that the other two had broken faith, for he persistently told customers that nails were \$3 per keg and had faith in his competitors.

Nails cost \$2.60 per keg in that town. It is far removed from the market and the merchants are forced to carry heavy stocks, but they are losing money retailing nails at the \$2.90 mark. This is a simple story of hardware facts and some of you have had similar experience.

The question that arises is this: Must we give a customer \$30 worth of nails at cost to sell him \$20 worth of locks at a profit?

Have we got to wait until the next hardware convention to see the fine qualifications of our competitor or are we going to get together on the home battlefield and cut out some of this foolishness? A hammer is not an essential in the tool kit of the man who would nail opportunity.

Many small merchants are selling nails on a 15 per cent. basis of profit when the books show that it costs that much to do business. Others are selling on the same scale and buying in carload lots, when it takes them two years to dispose of such a quantity.

The man who can not move a car of nails in 12 months has about as much business buying in car lots as a candy store has with a showcase full of shoe nails.

Some few merchants are retailing nails in blissful ignorance of the existence of a nail list. A keg of six-penny nails sells at the same price as a keg of thirty-pennys, and growing clerks look with surprise on a nail list showing standard advances as something new.

Now to most of us this sounds like the story of the backwoodsman who just learned that the Civil War was over, but I have found two such hardware stores doing business in live

communities in the past year and the fact that their business wheels needed oiling didn't seem to give the conscience of either proprietor too violent a wrench.

The best price method I have seen used for retailing nails is to set a base price on keg lots and follow closely the advances on manufacturers' lists. Do not break keg quantities at this price. Sell half keg lots of one kind at three-fifths the price of a keg and smaller quantities at an advanced pound price.

The trouble with prices on nails lies not usually with the manufacturer or with outside competition, but with competitive dealers in the same small town, who are talked into retailing nails at jobbing prices.

Think it over. Meet your competitor more than half way and you will have nailed something worth the effort. Fail to do so and your path is strewn with rusty nails, point unfull of poison.—Iron Age Hardware.

Good Substitute For Glass Cutter.

Occasionally the man of the house or his wife may have need to cut a sheet of window glass and be without a glass cutter of any kind that will work. An excellent substitute for the work is a pair of heavy scissors or shears that are of no particular value. Submerge the glass in water to a depth of three or four inches and cut the edges as you would a piece of pasteboard. A plate of glass may not be divided in half with this apparatus, as it is supposed the narrow clippings will break away; but unless biting too deep in the main sheet that is to be preserved, the weight of the water acts to prevent shattering as otherwise would be effected.

You can not save strength by refusing to use any.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

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.

WALTER SHANKLAND & CO.
85 CAMPAU ST., GRAND RAPIDS, MICH.

Mich. State Sales Agents for

The American Gas Mach. Co.

Albert Lea, Minn.

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.

Importance of Little Things in Business.

Get down to the consideration of the little things in your business and do not permit yourself to ignore them or to grow careless as to how they are performed.

There are hundreds of huge factories to-day paying interesting dividends upon their stock, which a few years ago were barely holding their own and which leaned heavily like a white elephant upon their owners. They were conducted by experienced men of ability and intelligence; they seemed well managed; they were worked to their full capacity; but with a sickening regularity every year showed a balance sheet of expenses almost equal to the receipts.

But all this has been changed and to-day their belts and wheels and pulleys hum merrily as they sing the sound of dollars made. And the change—the change from failure to success; from loss to gain; from sorrow to joy—was caused solely, exclusively and absolutely by changes in little things.

Modern men, with minds of precision, went through the establishment, stopping the holes of little leaks; each one so apparently insignificant that it seemed unworthy of a moment's thought. But the grand total, plus the better management which followed naturally as a sort of secondary consideration, was the making of another tale.

If you are prosperous; and if in the enjoyment of your prosperity you have relaxed the strict regime which must prevail in every business, then take heed of the words here uttered and give heed to the little things else will they become a degenerating influence, and the little defects will grow and grow like weeds in a garden until they impair the virtues of your business and its ideals are lowered, its fibers relaxed, its rules disregarded, its customs ignored and blighting degeneracy lays its destroying hand upon it.

This does not mean that if you are cut from under the details and routine that you must again lay these heavy burdens upon your shoulders. It does mean, though, that you must keep the fine edge upon your helpers so that they will worship with reverence at the shrine of Little Things and relax not their vigilance thereto.

And you, Mr. Dealer, whose business is not paying what it should—and your number is all too numerous—we would forcibly call attention to the transcendent importance of the small and little. Work yourself up into a state of mind resembling the great Von Moltke, who, it is said, was unable to sleep if a grenadier had a button off his uniform. This was typical of his appreciation of details. When you have your mind tuned up to the proper pitch then go through your establishment and note the savings which can be effected. Let nothing be too insignificant to receive your attention.

The total of your saving may put an entirely different complexion on your business. But more important even than this will be the secondary

effect which will follow. It will strengthen your business fiber; add numbers and strength to your brain cells. It will sharpen your judgment and open your eyes for opportunities hitherto unseen; and it may accomplish changes of importance seemingly out of all proportion to what might be expected.

It may be stated confidently that great as has been the change of business customs during the past few years there is nothing which has been more significant than an appreciation of the importance of the little things.—Implement Age.

Iron Ores of Lake Superior Region.

The total shipment of iron ores from the Lake Superior region in 1909 amounted to 42,504,110 long tons, a quantity greater than that shipped in any preceding year. Most of this ore was shipped by water during the seven or eight months of the year when navigation is possible on the Great Lakes. The principal shipping docks are at Two Harbors and Duluth, Minn., Superior and Ashland, Wis., and Marquette, Mich.

Nearly 36,000,000 tons shipped from the docks passed through the Sault Ste. Marie canals and through Lakes Michigan and Huron to their places of destination, the greater part of the ore being delivered at the receiving docks at Toledo, Sandusky, Huron, Lorain, Cleveland, Fairport, Ashtabula and Conneaut, O.; Erie, Pa., and Buffalo and Tonawanda, N. Y. Most of the ore received at these ports is consumed in Eastern Ohio and Western Pennsylvania. In 1909 about 23,000,000 tons were sent to the Cleveland and Pittsburg region.

The Lake Superior ores represent about 80 per cent. of the total iron ore production of the United States.

How To Tell Steel Pipe From Iron Pipe.

It is so often difficult for users of pipe to distinguish iron pipe from steel that a few hints on the subject may be found helpful. The scale on steel pipe is very light and has the appearance of small blisters or bubbles; the surface underneath being smooth and rather white; on iron pipe the scale is heavy and rough.

Steel pipe seldom breaks when flattened, but when it does break the grain is very fine; whereas the fiber of iron is long and when the pipe breaks, as it readily does in the flattening test, the fracture is rough. Steel pipe is soft and tough and when it is threaded the threads do not break but tear off.

It requires very sharp dies to cut the threads on steel pipe successfully, and a blunt die, which might be used with satisfactory results on iron pipe, will tear the threads on steel pipe, because of softness of the metal.—Domestic Engineering.

Delicate Piece of Electrical Construction.

Mention recently was made of a combined stethoscope and telephone relay, by which the heart beats of a patient in London could be heard in the Isle of Wight. In a paper read before the British Institute of Electrical Engineering S. G. Browne, the

inventor, described the construction of this relay. It comprises a gap of 0.000,000,5 centimeter between platinum electrodes. The current of a dry cell will flow across this microscopic break, but any slight variations in this distance will vary greatly, the current passing across the gap. The principal difficulty encountered was the question of preserving a gap of such microscopic proportions. It was evidently impossible to maintain the gap mechanically, but a system has been devised whereby the gap is automatically maintained by the current itself. Despite the delicacy of the adjustment the relay may be turned upside down without affecting the gap. With this relay the fluctuations in feeble currents may be magnified twentyfold.

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. Adzitz, Manager

Grand Rapids, Mich.

Established in 1873

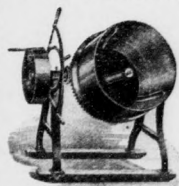
Best Equipped
Firm in the State

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.

CONCRETE MACHINERY



MODERN
Hand Batch Mixer

Attractive Prices
Catalogue "M. T." explaining everything mailed free.
Power Drain Tile
Machines
Power and Hand Mixers
Stone Crushers
Block Machines
Brick Machines
Sill Molds
Architectural Molds
Cement Workers' Tools

Universal Concrete Machinery Co.
100 West 4th St., Waterloo, Iowa



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

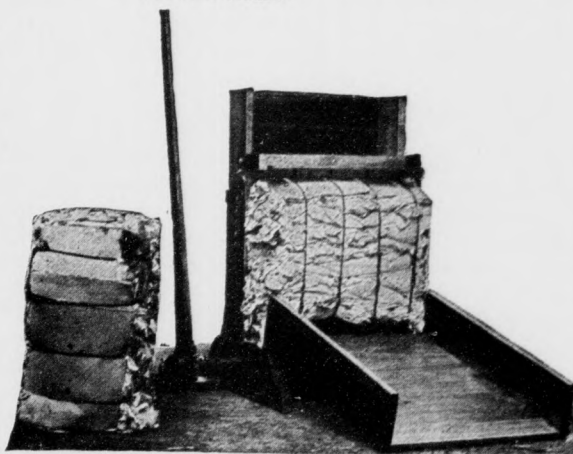
For baling all
kinds of waste

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.

EDITORS AND AUTHORS.

Fatality and Self-Seeking Incident to Their Profession.

It only remains to me to speak more especially of my own vocation—the editor's—which bears much the same relation to the author's that the bellows-blower's bears to the organist's, the player's to the dramatist's, Julian or Liszt to Weber or Beethoven. The editor, from the absolute necessity of the case, can not speak deliberately; he must write to-day of to-day's incidents and aspects, overlaid and transformed by the incidents and aspects of to-morrow. He must write and strive in the full consciousness that whatever honor or distinction he may acquire must perish with the generation that bestowed them—with the thunders of applause that greeted Kemble or Jenny Lind, with the ruffianism that expelled Macready or the cheerful laugh that erewhile rewarded the sallies of Burton or Placide.

No other public teacher lives so wholly in the present as the editor; and the noblest affirmations of unpopular truth—the most self-sacrificing defiance of a base and selfish public sentiment that regards only the most sordid ends, and values every utterance solely as it tends to preserve quiet and contentment, while the dollars fall jingling into the merchant's drawer, the land-jobber's vault and the miser's bag—can but be noted in their day and with their day forgotten. It is his cue to utter silken and smooth sayings—to condemn vice so as not to interfere with the pleasures or alarm the conscience of the vicious—to praise and champion liberty so as not to give annoyance or offense to slavery and to commend and glorify labor without attempting to expose or repress any of the gainful contrivances by which labor is plundered and degraded. Thus sidling dextrously between somewhere and nowhere, the able editor of the nineteenth century may glide through life respectable and in good ease, and lie down to his long rest with the non-achievements of his life emblazoned on the very whitest marble, surmounting and glorifying his dust.

There is a different and sterner path—I know not whether there be any now qualified to treat it—I am not sure that even one has ever followed it implicitly, in view of the certain meagerness of its temporal rewards and the haste wherewith any fame acquired in a sphere so thoroughly ephemeral as the editor's must be shrouded by the dark waters of oblivion. This path demands an ear ever open to the complaints of the wronged and the suffering, although they can never repay advocacy, and those who mainly support newspapers will be annoyed and often exposed by it; a heart as sensitive to oppression and degradation in the next street as if they were practiced in Brazil or Japan; a pen as ready to expose and reprove the crimes whereby wealth is amassed and luxury enjoyed in our own country at this hour as if they had only been

committed by Turks or pagans in Asia some centuries ago.

Such an editor, could one be found or trained, need not expect to lead an easy, indolent or wholly joyous life—to be blest by archbishops or followed by the approving shouts of ascendent majorities; but he might find some recompense for their loss in the calm verdict of an approving conscience and the tears of the despised and the friendless, preserved from utter despair by his efforts and remonstrances, might freshen for a season the daisies that bloomed above his grave.

Literature is a noble calling, but only when the call obeyed by the aspirant issues from a world to be enlightened and blest, not from a void priesthood; but woe to him who rashly lays unhallowed hands on the ark or the altar, professing a zeal for the welfare of the race only that he may secure the confidence and sympathies of others, and use them for his own selfish ends! If a man have no heroism in his soul—no animating purpose beyond living easily and faring sumptuously—I can imagine no greater mistake on his part than that of resorting to authorship as a vocation. That such a one may achieve what he regards as success I do not deny; but, if so, he does it at greater risk and by greater exertion than would have been required to win it in any other pursuit. No; it can not be wise in a selfish or sordid or sensual man to devote himself to literature; the fearful self-exposure incident to this way of life—the dire necessity which constrains the author to stamp his own essential portrait on every volume of his works, no matter how carefully he may fancy he has erased, or how artfully he may suppose he has concealed it—this should repel from the vestibule of the temple of fame the foot of every profane or mocking worshiper.

But if you are sure that your impulse is not personal nor sinister, but a desire to serve and ennoble your race, rather than to dazzle and be served by it; that you are ready joyfully to "scorn delights and live laborious days," so that thereby the well-being of mankind may be promoted—then I pray you not to believe that the world is too wise to need further enlightenment, nor that it would be impossible for one so humble as yourself to say aught whereby error may be dispelled or good be diffused. Sell not your integrity; barter not your independence; beg of no man the privilege of earning a livelihood by authorship; since that is to degrade your faculty and very probably to corrupt it; but seeing through your own clear eyes and uttering the impulses of your own honest heart, speak or write as truth and love shall dictate, asking no material recompense, but living by the labor of your hands until recompense shall be voluntarily tendered to secure your service and you may frankly accept it without a compromise of your integrity or a peril to your freedom. Soldier in the long warfare for man's rescue from darkness and evil, choose not your place on the battle-field, but joyfully

accept that assigned you; asking not whether there be higher or lower, but only whether it is here that you can most surely do your proper work and meet your full share of the responsibility and the danger.

Believe not that the heroic age is no more; since to that age is only requisite the heroic purpose and the heroic soul. So long as ignorance and evil shall exist so long there will be work for the devoted and so long will there be room in the ranks of those who, defying obloquy, misapprehension, bigotry and interested craft, struggle and dare for the redemption of the world. "Of making many books there is no end," although there is, happily, a speedy end of most books after they are made; but he who by voice or pen strikes his best blow at the impostures and vices whereby our race is debased and paralyzed may close his eyes in death consoled and cheered by the reflection that he has done what he could for the emancipation and elevation of his kind. Horace Greeley.

A Phoenix Among Pines.

Upper California is the home of a tree that has puzzled botanists. It is a pine which will grow only near the seacoast. Its growth is slow and it does not attain to great size.

The strange thing about it is that there are, to all appearance, insurmountable difficulties in the way of the perpetuation of the species. Some specimens of it exist in Kew Gardens, England. They have been carefully examined by competent authorities

and all admit that the tree presents a problem unlike anything elsewhere met with.

This pine produces at regular intervals the usual cones containing seeds, but, strange to say, the cones are so thoroughly protected that the seeds can not be released. The cones are hard and tightly closed and have strong overlapping scales.

More extraordinary still is the fact that the pine, after producing its almost invulnerable cones, keeps them hanging on its branches year after year. Unless through some peculiar accident, the seeds would apparently remain attached to the parent tree forever. Many of the cones on the trees in Kew Gardens have been there for years, as is shown by the size of the branches and the formation of the bark.

It has been found that the seed-vessels which this tree so powerfully retains are so well protected that it requires a strong knife, with the assistance of a heavy hammer, to cut the cone into sections. No ordinary conditions of temperature can make a cone open.

The following is the only explanation yet offered that seems to have any degree of plausibility. The species may be perpetuated by fire. One who has studied the tree asserts that nothing but the intense heat of a forest fire could compel the cones to release their seeds. It has been found that under the influence of intense heat they crack open and the seeds fall out uninjured.



Boss of Michigan

"Our brand" means just what it says, a line that will have to be seen to be appreciated. Can't be beat in quality of material, make up of garment and price. We carry a very large and complete line from \$2.25 to \$9 per dozen.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

When Grand Rapids Township Was a Democratic Stronghold.

Between 1870 and 1880 the Democrats ruled politically in Grand Rapids township. The Republicans had the largest number of votes, but under the leadership of Henry F. McCormick, assisted by Henry H. Havens, Lysander Beckwith, Earl Hoag, Long John Vandenberg, John De Wolf, Royal M. Stewart, Horatio Randall and Ira Ellis, every Democrat residing in the township was brought to the polls and voted on election day. For many years Henry F. McCormick represented the township on the Board of Supervisors and when he quit that office to take a seat in the Legislature and later to occupy the office of Register of Deeds for several terms, the people elected Henry H. Havens, through their splendid organization of Democrats, to fill the vacancy. Mr. Havens held the position a number of years. In those days a great deal depended politically on the vote of Grand Rapids township. The county, the legislative and congressional districts too frequently went Democratic to suit the Republicans. Comstock, Houseman and Ford had been successful candidates for representatives in Congress and to put an end to such results the Legislature passed an act creating a Soldiers' Home Board and the institution subsequently erected was located in Grand Rapids township in the expectation that a majority of the old soldiers, being Republicans, would change the political sentiment of the township, the county, the legislative and the congressional districts. The plan worked so well that the Republicans have never had occasion to fear McCormick and the old guard since. Of the followers of McCormick none were more faithful than Ira Ellis and Horatio Randall. Both had voted for Jackson twice for President and their record as Democrats was nearly as long as the century. They loved the caucus and to witness the maneuvers by which Uncle Ira was always elected chairman and Uncle Horatio Secretary amused those who pretended to oppose them. It was an unwritten law of the McCormick organization that no one should successfully oppose Uncle Ira for chairman of the caucus so long as he lived, and when Uncle Ira passed away to the heaven of all good Democrats the vacant place was by general consent given to Uncle Horatio while he lived. When the caucus had been called to order Uncle Horatio would be the first to arise and, after addressing the chair, would say, "I motion that Ira Ellis be chairman of this caucus." The young men present would offer the name of a younger man, sometimes taking advantage of the occasion to make a long speech, extolling the qualifications of the contesting candidate, but when the vote on the motion was taken Uncle Ira always won. When the choice of a chairman had been made, Uncle Ira, before taking his seat, would nominate Uncle Horatio for Secretary and, when the latter had been elected, the two old Jacksonians would exchange winks or a few words of congratulation

in a whisper. The Soldiers' Home vote put the Democrats out of power in Grand Rapids township and they have never regained it.

Arthur S. White.

Put Prices In Your Advertisements.

There are some things about advertising that will bear repetition and reiteration. One of them is that the best and most powerful thing to put into a retail advertisement is price. That is really what people want to know. The prices must be right, of course. A furniture dealer once complained to me that business for the preceding week had been very slow with him, though he couldn't see why. On looking up the papers for that week I found that, while he advertised "best Lowell ingrain at 63 cents a yard, regular price 85 cents," his principal competitor said "best Lowell ingrain at 59 cents, regular price 75 cents." Now "best Lowell ingrain" are all alike in quality. Other items showed a like discrepancy, and made as bad advertising as it was possible to have.

Don't be a follower, however. Make the cut price yourself, and make it so low that, if your opponent beats it, he is doing it at a loss. The first cut need not entail an actual loss—the "cut-under" usually does. For all that, I think it is wise to meet or beat the price of your competitor in any case. It is better sometimes to sell certain goods at no profit at all than not to sell them, especially if they represent an increase on the normal sales. The cumulative effect—the good will engendered—will bring the profit later on.

A correspondent sends the following:

"Half-price announcements are seldom effective, because the public rarely believe in the genuineness of the alleged slaughter."

The quotation I have given is a mistake. Half-price announcements are almost always effective, because the public generally do believe in the genuineness of the actual slaughter. The man who thinks that half-price advertising and slaughter sale advertising are not genuine, and that the advertising is not true, in 99 cases out of 100 is a man who does not know very much about advertising. There are a great many bargain sales advertised by the leading New York merchants during the months of January and February. If I were not otherwise interested, I would be kept posted on such matters by the better and more important part of my household. I think it would be pretty hard to pick out, in all the announcements of these sales, half a dozen statements which are not absolutely truthful, and I know that the advertisements are effective because of the crowds that are in the store the day, or day after, the advertisement is published. Chas. Austin Bates.

The farther a man is from being a real master the more he wants to be a boss.

A good many imagine they are virtuous when they are only vacuous.

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 Man Who Carries the Grip.

We have all heard the story of how a man was drilled to the polishing point on what he was to say when he entered a physician's office, on what he was to do when he met the druggist, how he was to fasten his attention to such a point of concentration that his prospective customer was not even to think of anything save the line he represented, and what the agent actually did was to enter a drug store, introduce himself courteously and say he was representing such a line. * * He saved his sample case in his hasty and unexpected exit, he did not stop to pick up his card or hat, but pulled himself together and made for the telegraph office to send in his first report to his home office as follows:

"Called on druggist, he kicked me out, told me to go to hell with my dope. Wire instructions."

This is not far amiss, for the traveling man has many a jolt, but it is the ability to meet and overcome such situations that makes a man versatile, ready and forceful. It is unquestionably true that many of the most successful men in the country, in all callings, have had their best training in "carrying the grip." In the fierce battle of life there is nothing that throws a man so quickly to the firing line, nothing that so surely develops force and breadth of character, as the many-sided experiences of the traveling man.

With twelve years behind me on the road, and with my share of success, I have been asked many times, what are the qualities that go to make the successful salesman? The successful salesman is born, not made. He must possess physical energy, mental acuteness, initiative, the ability out of his own consciousness to evolve a mode of procedure independent of the way that he has been instructed.

Much depends, of course, on the sales manager, but he can only point the way that he would do, or has done if he has in truth done it, but the successful salesman will take these instructions and adapt them to individual cases and apply them according to circumstances. This he can do without violating the underlying principles involved and without running counter to the policy of business which has been formulated by his house.

In instructing a new agent he should be informed wherein his company has advantages over competing concerns. He should know what his company can do and what it can not do; he should be familiar with the

quality of the products he is trying to sell, the question of price and its relation to quality, the desirability of the line as a money making proposition, the advantages that accrue to the druggist in selling the line he represents. The agent must be made familiar with the nature and kind of competition that he will meet and be instructed in the best manner of meeting such competition. The agent should receive from the sales manager suggestions as to what goods to offer so that in the proper season the agent may have at command remedies peculiar to the season. An agent must know the minimum and the maximum price at which certain goods may be offered, he should also be familiar with prices and terms on special goods in large quantities, so that when he meets a buyer wishing to invest in a quantity in excess of the amount usually purchased by buyers of his class a price in proportion to the quantity purchased may be promptly given.

An agent should be encouraged so long as he shows a disposition to follow instructions, and by this we mean attention to all the details incident to the work of a salesman, in short, side from the matter of orders, the sales manager and the company he represents should be in every point visited through the eyes of the salesman and reports should be made of a nature to give his principals a review of the whole situation at a glance.

The sales manager should never write unkind letters, for there is only one way to deal with men. If they succeed, all well and good; if they do not do well after a fair trial, part pleasantly. Kindness is the only way to govern men and the sales manager in his comfortable office should not forget the trials, discomforts and disappointments of his men and how hard it is after a hard day's work to find a carping letter at nightfall, when a cheering word would mean so much. C. A. Bell.

Wm. Berner May Have To Walk.

Sparta, July 15—On July 23 the base ball team of G. R. Council, No. 131, U. C. T., plays the Sparta Club at this place. There is a great friendly rivalry between these two teams. So sure are the U. C. T.'s of winning that Wm. Berner (Judson Grocer Co.), who plays first base for the travelers, has agreed to walk from Sparta to Grand Rapids after the game if his team is defeated.

F. E. Johnson.

It's the average man with hustling proclivities that wins out.

Paving the Way.

A salesman who has the reputation for getting an order when he goes after it carefully plans and prepares for his approach on each prospective customer in this way:

On arriving in a fresh town, where he generally arranges to be in the evening, he quietly prospects the shops where he intends calling and finds out as much as he can about his prospective customers. One may be a strict temperance advocate, another an advanced radical, a third a rigid vegetarian, a fourth may hold decided views on vivisection, and so on.

All these "ists" and "isms" are entered in a little book against each man's name and before even a sample case is opened a means is found to touch upon his pet subject.

The customer, delighted at finding somebody in total agreement with him, usually warms up and feels well disposed toward the salesman. Then a suggestive remark inserts the thin end of the business wedge. Meanwhile the samples are quietly unpacked and the salesman's greatest difficulty—the approach—is solved.—System.

The Secret of Success.

The secret of success is not a secret. Nor is it something hard to secure. To become more successful, become more efficient.

Do what you can do, and what you should do, for the institution for which you are working; and do it in the right way, and the size of your income will take care of itself. Let your aim ever be to better the work you are doing. But remember, always, that you can not better the work you are doing without bettering yourself.

The thoughts that you think, the books and magazines you read, the words that you speak and the deeds you perform are making you either better or worse. Realize that "you are the master of your own fate, and the captain of your own soul." You can be what you will to be.

Keep watch of the men and women who are doing quality work. "Example is always more efficacious than precept;" and if you analyze the work and methods of those who are doing quality work, you will receive inspiration that will increase your efficiency.

Thomas Dreier.

A Large Element of Success.

Look at the failure: he always shows a lack of concentration.

Look at the very successful man: he invariably possesses great power of concentration.

It is the use you make of the material at hand which counts. Develop your faculty of concentration and you will then be able to make the best possible use of all your powers and to take the utmost advantage of every opportunity which presents itself.

You see, your health, success and happiness depend largely upon the way you use your thought forces. Through concentration you command yourself and use all our powers to the best possible advantage.

Each hour, each minute, you are

building health, vigor, strength and power or their opposite. Health and vigor and success flow in when you create a channel for them to occupy. You must plan for success, through concentration, just as an architect plans for a house; just as an inventor works out the details of a machine.

The Other Story.

"I was out fishing one day," said Opie Dildock, the veteran traveler, naturalist, and historian, "and had run out of bait. The fish knew it and began to pop their heads out of the water and wink at me. That made me mad. I was about to throw a bomb into the water and dynamite all the fish in the pond, when I heard a cry of distress. I looked around and there was a robin that had just captured a big grasshopper and was trying to fly away with it. The grasshopper was resisting with all its might and emitting the sounds I had heard. I slipped up behind the bird, caught it, and released the big grasshopper, putting the insect in my bait box. Then, to console the robin, I gently smothered its back and fed it with some fresh roasted peanuts I had in my pocket, after which, letting the bird fly away, I fastened the grasshopper on the hook and resumed my fishing.

"In a few minutes I had caught half a dozen splendid black bass, but by that time the grasshopper was nearly used up, and I was about to go in search of more bait, when I felt something rubbing against my trouser leg. I looked down, and there was that robin with another big grasshopper in its bill."

"But that sounds like a story we've heard before," said one listener.

"That only proves," responded Opie Dildock, with dignity, "that the other story sounds like mine."

"Truly royal board and kingly furnishment."

—SHAKESPEARE.

Hotel Livingston
Grand Rapids, Mich.

Hotel Cody
Grand Rapids, Mich.
A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms. Twenty new rooms have been added, many with private bath. The lobby has been enlarged and beautified, and the dining room moved to the ground floor. The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.

WHY LIVING COST IS HIGH.**Senator Lodge's Committee Does Not Blame Retailers.**

The special Senate Committee, which was appointed at the recent session of Congress to investigate the great increase in the cost of living for the 9-year period ending in 1910, has filed an exhaustive majority report through its chairman, Senator Lodge.

The report was compiled from testimony given by forty-one witnesses, reports received from consuls and from foreign governments. It contains a large number of tables, the range of prices over the last decade.

Most Marked Causes.

The majority of the committee found that of the many causes contributing to the advance in prices, the following were most marked:

Increased cost of production of farm products, by reason of higher land values and higher wages.

Increased demand for farm products and food.

Shifting of population from food products to food consuming occupations and localities.

Immigration to food consuming localities.

Reduced fertility of land, resulting in lower average production or in increased expenditures for fertilization.

Increased banking facilities in agricultural localities, which enabled farmers to hold their crops and market them to the best advantage.

Reduced supply convenient to transportation facilities of such commodities as timber.

Cold Storage Plants.

Cold storage plants, which result in preventing extreme fluctuations of prices of certain commodities with seasons, but by enabling the wholesalers to buy and sell it to the best possible advantage, tend to advance prices.

Increased cost of distribution.

Industrial combination.

Organizations of producers or of dealers.

Advertising.

Increased money supply.

Overcapitalization.

Higher standard of living.

The foregoing findings were gathered by measuring the prices of 257 commodities included in the price index number of the bureau of labor.

Nine Years Included.

These commodities were grouped and the advances noted for the different groups during the period from 1900 to 1909 inclusive. The general wholesale price level in the United States advanced during that period 14.5.

The groups show advances as follows:

Farm products, 39.8; food, etc., 19.7; lumber and building materials, 19.6; miscellaneous commodities, 14.7; clothes and clothing, 12; fuel and lighting, 6.9; house furnishing goods, 5.3; metals and implements, 3.6.

It is shown that the greatest advances have taken place in the products of the soil.

Concerning the advance in cost of food the report says: "Supply of gov-

ernment available land for general farming has been materially reduced and the ranges are being rapidly cut up into homes for settlers. The cost of producing live stock has materially increased with the disappearance of the range, which necessitates producing cattle on tame pasture and high-priced lands."

Advance Most Rapid in United States.

A study of the tables concerning wholesale prices of farm and food products indicates that the advance in the United States in ten years had been more rapid than in Great Britain, Germany and many other European countries, but they had simply approached more early the world level of prices.

A comparison of meat prices in the United Kingdom and the United States shows that bacon in 1900 was 73.4 per cent. higher in the United Kingdom than in the United States and that in 1909 it was 31.5 per cent. higher in the United Kingdom than in the United States. About the same ratio existed as compared to beef, mutton, wheat and corn.

Retail Prices Highest in Years.

Concerning retail prices the report shows that in the United States in the spring of 1910 they were at the highest point reached for many years. As compared with the spring of 1900, prices for bacon were more than 70 per cent. higher, ham was 33 per cent. higher, flour was about 50 per cent. higher, butter about 45 per cent. higher, sugar about 12 per cent. higher and eggs 100 per cent. higher. Some few articles, such as coffee and tea, were about the same price as in 1900, but practically no articles of food were lower than in 1900.

Furniture was about the same price as in 1900. Earthenware was slightly lower. Shoes and clothing were considerably higher.

"Wages have not advanced as rapidly as have prices," says the report, "and practically all labor difficulties which have been the subject of meditation in the United States during the past two or three years have had as their basis the advanced cost of living."

The Art and Science of Living Well.

The other day I was riding in a Pullman car and I saw across the aisle a man whose clothing was of finely woven texture. In his button-hole he wore a flower from the garden beautiful. There is no doubt that the house he had left might be described by the same adjective. But if I had wished to find character. I would sooner have sought it in an Indian who had never seen a Pullman car and whose home was a hut of dried cedar boughs. This man had learned the art and science of amassing things, building houses and developing gardens, but concerning the real art of living he knew little. There was ugliness and hideousness in his own life. What a sad commentary upon our civilization that men ride in palace cars whose souls have all the appetites and passions of the savages!

The Master Builder came to bring the abundant life, to lift life from

mere existence to the height of power and plenty and peace. He planned that the human body should be more graceful than any tree, that the human face should be more beautiful than any flower, that every woman's face should be that of the Madonna, that every man's face should tell of latent strength and courage. He was a carpenter and He knew how houses were built. He was a lover of Nature and He knew how gardens came, but He gave all the strength of His life to that finest of all arts, that of teaching men how to live.

He who learns the science of right living finds he must keep the four sets of laws, the physical, the mental, the moral and the spiritual. There is a certain philosophy abroad in the world to-day that declares there is only one set of laws, the mental laws. This is a false philosophy. The body and the earth are gifts of God. They are both made out of some combination of the divine stuff. There is little accomplished in eulogizing one set of laws to the disparagement of another. No man is able to live nobly who scorns, neglects or ridicules the physical laws. No man is capable of knowing and completely obeying the higher laws who has broken the physical laws.

A man may live a good life and yet be unhappy. Many good people live narrow lives. Happiness comes from learning the art of living largely. A small boy is happy because he has only a limited capacity and has realized that. The individual and the capacity grow, and if we do not keep pace with the increasing capacity life becomes unsatisfactory. The average man uses only a small proportion of his mental and spiritual capacity. We need to look more, listen more and think more. He who cultivates his own life after the scientific fashion in which men build modern structures and develop modern gardens will under ordinary circumstances push back the age line.

Professor Metchnikoff, of the Pasteur Institute, believes that old age may be postponed by the introduction of a certain species of lymphs and also by the constant use of certain elements of sour milk. But to what purpose shall a man live long unless he has learned the art and science of living well? Does a woman wish to live forever that she may endlessly shuffle cards or a man that he may continually buy and sell and amass a fortune? Study this most profound of all sciences, the art of living right. A. Eugene Bartlett.

The Drug Market.

Opium—Has declined.

Cocaine—Is very firm and tending higher.

Lycopodium—Has advanced.

Balsam Peru—Is higher.

Cubeb Berries—Are in small supply and high.

Oil Spearmint—Is scarce and high.

Arnica Flowers—Are very firm and tending higher.

Asafoetida—Has advanced.

Celery Seed—Has advanced.

Cloves—Are higher.

Gingers—Have advanced.

State Bakers In Session.

Kalamazoo, July 19—The annual convention of the Master Bakers' Association of Michigan began here to-day and will continue until Thursday night. Over 500 delegates are present. E. D. Strain of Battle Creek was the first speaker, his subject being: "The Bakers' Winners." The bakers' winners, he said, were better bread, better cake, better cookies, in fact, better goods of every kind, better methods and more advanced ideas. Publicity, he said, is one of the winners. Allow the people to see the bake shops, let them inspect the work rooms and see the operations of making the bread and other products; deal fair with the people. Where before we were trying for a fine looking loaf, now we are striving for quality. We are trying to bring the taste of the home bread into our products and endeavoring to get the people away from the old idea of bakers' bread."

Nearly all the members present were in favor of wrapping bread, but varied in their opinions as to the best paper to use for the purpose.

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

Buffalo, July 20—Creamery, fresh, 25@29c; dairy, fresh, 22@23c; poor to common, 20@21c.

Eggs—Strictly fresh candled, 21½@25c; at mark, 19@21c.

Live Poultry—Fowls, 15@15½c; broilers, 20@22c; ducks, 13@14c; old cocks, 12c; geese, 10c; turkeys, 15@17c.

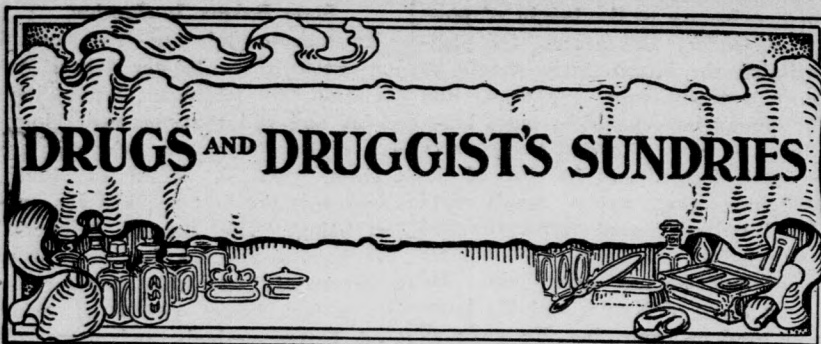
Dressed Poultry—Iced fowls, 16@17c; iced old cocks, 13@14c.

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@2.70 per bbl. Rea & Witzig.

Commendation should go to Governor Harmon of Ohio for the efficient way in which he dealt with the Newark case where a white man was taken from the jail and lynched the other day. The executive made a personal visit and inspection, so that he could know precisely what he was talking about, and then he issued a few orders which seemed to be very much needed. That the situation does not look so funny to the local authorities now as it did a few days ago is evidenced by the fact that the Mayor of the city and the Sheriff of the county, both of whom are charged with negligence of duty, have resigned. They seem now to realize that the gun is pointed their way. Several arrests have been made and trials will follow. If in any Ohio city law and order can be disobeyed and disregarded as it was in the Etherington case, that State's government is in a bad way. Governor Harmon, appreciating that fact, has taken hold of it after a manner that will add to the general esteem in which he is held.

We are all likely to think that kinship to the Heavenly Father must be established by likeness to ourselves.



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.

Keep the Drug Store Crowded.

Did you ever go to a circus and go away without taking in the side-shows or buying some peanuts for the elephant, or red lemonade for the kids?

Of course not. No one ever did.

Yet these shows were not advertised—not a word was said in the big bills about the peanuts or the red lemonade. If every attraction—everything that called for money—had been advertised you might have stayed at home. It would have looked like too much money, perhaps.

The circus man knows that; he advertises a big attraction, a bargain in fun, for 50 cents. You go with the idea of spending that amount. But the minute you enter the grounds you see the big canvas with a picture of Joe, Joe, the Dog Faced Boy, see him for ten cents. "Got to see Joe, Joe," say you, and fork out an extra ten cents. From that time on you have the fever. It is ten cents here and ten cents there, and when you get home you find the total expense was \$4.80, and yet you are satisfied and glad you went. But would you have gone if you had known beforehand that you would let loose of \$4.80 just for a circus? Not by a jugful, you would have stayed at home and watched the parade. The circus man knew. He got you to come to one show and left it to yourself to take in the others.

It is just the same in business; get the people into your store to buy one article and the chances are they will buy two.

Last week I went into a drug store to buy a cake of shaving soap advertised for 25 cents. The dealer had the soap displayed between an assortment of shaving brushes and face cream. I bought the soap and also a brush and also a jar of face cream. When I got home my wife tried the

cream and sent me back after another jar for herself. So there you are. I went in to spend 25 cents and it cost me \$2.

When you stop to think of it, did you ever see a store that was always crowded that wasn't prosperous? And it does not make any difference whether the people come to purchase or out of curiosity or to get something for nothing, keep them coming anyway. The more the merrier. If you have anything to sell that tempts the human pocketbook just bring in the crowd and your clerks will keep busy.

How are you going to get the crowd? By advertising, of course. By advertising, I don't simply mean use the newspapers. They are good, there is no question about that. But a druggist has a hundred and one other ways that are also effective. In fact, I believe that a druggist has more good opportunities for advertising at little expense than any other retail dealer. I say this because the drug store is usually a small sized department store. You have a splendid variety of luxuries and necessities to offer the buying public, but you have to let the people know about them, you have to bring in the crowd and let them look over your stock, let them pick up articles and examine them. To see and touch an article creates desire. The nerves of touch and sight frequently lead direct to the purse strings.

For instance, I might step into your store and buy a cigar. I see a camera on the showcase and pick it up, perhaps take a look through the finder, I am attracted by its appearance and mechanism and something inside of me begins to whisper, "You ought to have one." Quickly the whisper grows into a shout. I look at the price tag. It reads \$5. What is \$5 compared with the pleasure and satisfaction I will have with that camera? A hundred different pictures and views I would like to have flash through my mind and I dig down for that \$5.

I came into your store to spend 10 cents for a cigar and left an extra \$5. What brought me into the store? The desire for a cigar, not for a camera. If anyone had told me beforehand that I wanted a camera I would have laughed at him. The desire wasn't there until I saw the real article and handled it. You might have advertised that camera in the newspaper for a year and I would not have given it a thought, my purse strings would have remained tied. But when I actually saw it and had it in my own hands they loosened. It

is the real article that gets quick action.

From this example I want to make this point. The old adage, "It's the little things in life that count," holds true in business—everywhere and always. Advertise the little things, the common, everyday articles that every one wants, get the people to come in to spend ten cents, they will do the rest. Make the price on the leaders attractive, suggest to the people that they can save money by buying their cigars, tooth brushes, soaps, etc., from you. As a matter of fact they do not save anything, but they think they do and that is the important point. I do not mean that your offers are not genuine bargains. The purchasers certainly do save on the little items, but they spend so much more on other things that the apparent loss of profits is really a gain for you, and a big one at that.

A few days ago my wife received a souvenir post card from a store that had been in business just one year. The card invited her to visit the ice cream department on the day of the anniversary. She went. In the evening when I came home she told me what a fine place it was and we both went. Now the proprietors did not ask us to visit their camera department or their wall paper department or their picture department. They simply invited us to come in and enjoy ourselves in the ice cream department, where we couldn't spend more than a few cents even if we wanted to.

But! they had the cameras placed where we could not help seeing them, they had the samples of wall paper attractively displayed, they had expensive hand-painted pictures artistically hung, and we saw them all. We went past them when we came in and again when we came out. We looked at them at our leisure while enjoying our refreshments and listening to the music. Were we impressed? Yes, I was to the extent of several dollars for a picture my wife took a fancy to. If she had said to me in cold blood, "There is a little hand painted picture down at Jones' for \$5. I want you to stop in and buy it." I might have balked. But when I got down there and listened to some good music and pleased my appetite with a tasty dish of ice cold cream, I warmed up, not exactly physically, but financially. When we came along past that picture it was the easiest thing in the world to say to Mr. Jones, "Send that up, please."

Now when I speak of wall paper, pictures and cameras, I am merely illustrating. All druggists don't carry these articles. Perhaps you don't. But you do sell other articles that cost little and sell for much. You know what those are, I don't, and I represent the buying public. If I thought you were making a long profit at my expense I might not buy. But when I come into your store and buy something extra good for 10 cents, be it a cigar or ice cream, I just naturally get the idea that you sell good things cheap. I don't stop to study out that you have to make a big profit on a large number of things in order to make up

the deficiency in the profits from leaders. I am ignorant, but my ignorance is bliss—for you.

Your cigar counter for the men and your ice cream department for the women are certainly about the best advertising you can get. You advertise them and they advertise your store.

"Mighty oaks from little acorns grow." That is an old saying, but I do not know of anything that illustrates the point better. Your little sales at a close profit represent the acorns, your big sales the oaks, you plant the acorns when you advertise the bargains, the oaks develop when the people come to your store.

When you come to analyze, the important source of business can be summed up in just one word, suggestion, through various forms of publicity. You suggest to the people that they come into your store and spend five cents, or ten, or perhaps twenty-five, for a real, genuine, dye-in-the-wool bargain. The crowd comes. It has eyes and sees, it has hands and feels. The nerves of the hands or of the eye make a suggestion to the mind, a desire is created and did you ever see a human being, man, woman or child who had both a desire and money at the same time who didn't lose one or the other? They are incompatible and it is usually the money that is precipitated in your cash drawer.

Now, I am a common, everyday mortal, just like hundreds of others in our town; I don't know the first thing about the drug business, and the statements I have made are the suggestions of an outsider, one of the crowd. Perhaps you will think my suggested methods are good, perhaps you will say that they are wrong, that they get money under false pretenses. Well, suppose they do. You are satisfied, so is the crowd, nothing wrong there, surely.

Anyway the fact remains that the store that has a crowd attracts more crowd, and the larger the crowd the larger the business. It never fails, because a crowd spends money whether it wants to or not, whether at a circus or at your store human nature always remains the same.

R. M. Nicholson.

Never Saw Her.

The Man—Did you notice that woman we just passed?

The Woman—The one with blond puffs and a fur hat and a military cape, who was dreadfully made up and had awfully soiled gloves on?

The Man—Yes, that one.

The Woman—No, I didn't notice her. Why?

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

Aceticum	60	3	Copaiba	1	75	85	Scilla	50	65	70	Salacin	1	40	4	75	Oils	
Benzolcum, Ger.	70	12	Cubebae	4	80	5	Scilla Co.	50	60	5	Sanguis Drac's	40	50			Lard, extra	bbl. gal.
Boracie	70	12	Erigeron	2	35	2	Tolutan	50	70	1	Sapo, G	40	50			Lard, No. 1	35
Carbolicum	16	20	Evechthitos	1	00	1	Prunus virg	50	50	85	Sapo, M	10	12			Linseed, pure raw	80
Citricum	45	50	Gaultheria	4	80	5	Zingiber	50	50		Sapo, W	10	12			Linseed, boiled	81
Hydrochlor	3	5	Geranium	oz	75						Seidlitz Mixture	13	16			Neat's-foot, w str	85
Nitrosum	8	10	Gossippi Sem gal	70	75						Sinapis	20	22			Turpentine, bbl.	66
Oxaleum	14	15	Hedeoma	2	50	2	Aloes	60	60	35	Sinapis, opt.	30	30			Turpentine, less	67
Phosphoricum, dil.	4	15	Junipera	40	1	20	Aloes & Myrrh.	60	60	35	Snuff, Maccaboy					Whale, winter	70
Sallyclicum	44	47	Lavendula	90	93	60	Anconitum Nap's F	50	50	40	De Voes	51	51			Paints	bbl. L.
Sulphuricum	13	15	Limons	1	15	1	Anconitum Nap's R	50	50	40	Snuff, S'h DeVos	51	51			Green, Paris	21
Tannicum	75	85	Mentha Piper	2	20	2	Arnica	50	50	40	Soda, Boras	5	14			Green, Peninsular	13
Tartaricum	38	40	Mentha Verid	2	75	3	Asafoetida	50	50	40	Soda, Boras, po	5	14			Lead, red	7
			Morrhuae, gal.	2	00	2	Astrope Belladonna	50	50	40	Soda et Pot's Tart	25	28			Lead, white	7
			Myrleia	3	00	3	Aurant Cortex	50	50	40	Soda, Carb	1	14			Ochre, yel Ber	1
			Olive	1	00	3	Barosma	50	50	40	Soda, Bi-Carb	3	5			Ochre, yel Mars	1
			Picis Liquida	16	12		Benzoin	50	50	40	Soda, Ash	3	14			Putty, commerl	2
			Picis Liquida gal.	40	40		Benzoin Co.	50	50	40	Soda, Sulphas	3	14			Putty, strict pr	2
			Ricina	94	1	00	Cantharides	75	75	40	Spts. Cologne	2	60			Red Venetian	1
			Rosae oz.	6	50	7	Capsicum	50	50	40	Spts. Ether Co.	50	55			Shaker Prep'd	1
			Rosmarini	1	00	1	Cardamon	50	50	40	Spts. Myrcia	2	50			Vermillion, Eng.	75
			Sabina	90	1	00	Cardamon Co.	50	50	40	Strychnia, Crys'l	1	10	1	30	Vermillion Prime	75
			Santal	4	50		Cassia Acutifol	50	50	40	Sulphur Subl	2	34			American	13
			Sassafras	85	90		Cassia Acutifol Co	50	50	40	Sulphur, Roll	2	34			Whiting Gliders	13
			Sinapis, ess. oz.	4	65		Castor	1	00	40	Tamarinds	3	10			Whit'g Paris Am'r	13
			Succini	40	45		Catechu	50	50	40	Terebenth Venice	28	30			Whit'g Paris Eng.	13
			Thyme	40	50		Cinchona	50	50	40	Thebromae	40	45			Whit'g Varnishes	1
			Thyme, opt.	1	60		Cinchona Co.	50	50	40						Extra Turp	1
			Theobromas	15	20		Columbia	50	50	40						No 1 Turp Coach	1
			Tigill	90	1	00	Cubebae	50	50	40							
							Digitalis	50	50	40							
							Ergot	50	50	40							
							Ferri Chloridum	35	35	40							
							Gentian	50	50	40							
							Gentian Co.	50	50	40							
							Gulaca	50	50	40							
							Gulaca ammon	50	50	40							
							Hyoscyamus	50	50	40							
							Iodine	75	75	40							
							Iodine, colorless	75	75	40							
							Kino	50	50	40							
							Lobella	50	50	40							
							Myrrh	50	50	40							
							Nux Vomica	50	50	40							
							Opil	1	25	40							
							Opil, camphorated	1	00	40							
							Opil, deodorized	2	00	40							
							Quassia	50	50	40							
							Rhatany	50	50	40							
							Rhei	50	50	40							
							Sanguinaria	50	50	40							
							Serpentaria	50	50	40							
							Stromonium	60	60	40							
							Tolutan	50	50	40							
							Valerian	50	50	40							
							Veratrum Verde	50	50	40							
							Zingiber	60	60	40							
									</								

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED		DECLINED	
Index to Markets		Index to Markets	
By Columns		By Columns	
A		1	
Ammonia		ARCTIC AMMONIA	
Axle Grease		Doz.	
B		12 oz. ovals 2 doz. box	
Baked Beans		AXLE GREASE	
Bath Brick		Doz.	
Bluing		11lb. wood boxes, 4 doz.	
Brooms		3 doz.	
Brushes		11lb. tin boxes, 3 doz.	
Butter Color		2 doz.	
C		10lb. pails, per doz.	
Candles		25lb. pails, per doz.	
Canned Goods		BAKED BEANS	
Carbon Oils		11lb. can, per doz.	
Catsup		21lb. can, per doz.	
Cheese		31lb. can, per doz.	
Chewing Gum		BATH BRICK	
Chicory		American	
Chocolate		English	
Clothes Lines		BLUING	
Cocoa		Sawyer's Pepper Box	
Cocoanut		Per Gross	
Cocoa Shells		No. 3, 3 doz. wood bxs	
Coffee		No. 5, 3 doz. wood bxs	
Confections		Sawyer Crystal Bag	
Crackers		Blue	
Cream Tartar		BROOMS	
D		No. 1 Carpet 4 sew	
Dried Fruits		No. 2 Carpet 4 sew	
Farinaceous Goods		No. 3 Carpet 3 sew	
Feed		No. 4 Carpet 3 sew	
Fish and Oysters		Parlor Gem	
Fishing Tackle		Common Whisk	
Flavoring Extracts		Fancy Whisk	
Flour		Warehouse	
Fresh Meats		BRUSHES	
G		Scrub	
Gelatine		Solid Back, 8 in.	
Grain Bags		Solid Back, 11 in.	
Grains		Pointed Ends	
H		Stove	
Herbs		No. 3	
Hides and Pelts		No. 2	
J		No. 1	
Jelly		Shoe	
L		No. 8	
Licorice		No. 7	
M		No. 4	
Matches		No. 3	
Meat Extracts		BUTTER COLOR	
Mince Meat		W. R. & Co.'s 25c size	
Molasses		W. R. & Co.'s 50c size	
Mustard		CANDLES	
N		Paraffine, 6s	
Nuts		Paraffine, 12s	
O		Wicking	
Olives		CANNED GOODS	
P		Apples	
Pickles		31lb. Standards	
Playing Cards		Gallon	
Potash		Blackberries	
Provisions		Standard	
R		Beans	
Rice		Baked	
Salad Dressing		Red Kidney	
Saleratus		String	
Salt Soda		Wax	
Salt Fish		Blueberries	
Seeds		Standard	
Shoe Blacking		Gallon	
Snuff		Brook Trout	
Soap		Clams	
Soda		Little Neck, 1lb.	
Spices		Little Neck, 2lb.	
Starch		Clam Bouillon	
Syrups		Burnham's 1/2 pt.	
T		Burnham's pts.	
Tea		Burnham's qts.	
Tobacco		Cherries	
Twine		Red Standards	
V		White	
Vinegar		Corn	
W		Fair	
Wicking		Good	
Woodenware		Fancy	
Wrapping Paper		French Peas	
Y		Sur Extra Fine	
Yeast Cake		Extra Fine	
		Fine	
		Moyen	
		Gooseberries	
		Standard	
		Hominy	
		Standard	
		Lobster	
		1/2 lb.	
		1 lb.	
		Picnic Tails	
		Mackerel	
		Mustard, 1lb.	
		Mustard, 2lb.	
		Soused, 1 1/2 lb.	
		Soused, 2lb.	
		Tomato, 1lb.	
		Tomato 2lb.	
		Mushrooms	
		Hotels	
		Buttons	

3

4

5

CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	55
Adams' Pepsin	55
Best Pepsin	45
Best Pepsin, 5 boxes	2 00
Black Jack	55
Largest Gum Made	55
Sen Sen	55
Sen Sen Breath Perf	1 00
Yucatan	55
Spearment	55
CHICORY	
Bulk	5
Red	5
Blue	5
Frank's	7
Schener's	6
CHOCOLATE	
Walter Baker & Co.'s	22
German's Sweet	31
Premium	31
Caracas	31
Walter M. Lowney Co.	30
Premium, 1/4s	30
Premium, 1/2s	30
CIDER, SWEET	
"Morgan's"	7 50
Regular barrel 50 gals	7 50
Trade barrel, 28 gals	4 50
1/4 Trade barrel, 14 gals	2 75
Boiled, per gal	20
Hard, per gal	20
COCOA	
Baker's	37
Cleveland	41
Colonial, 1/4s	35
Colonial, 1/2s	33
Eppe's	42
Huyler	45
Lowney, 1/4s	36
Lowney, 1/2s	36
Lowney, 1s	40
Van Houten, 1/4s	12
Van Houten, 1/2s	20
Van Houten, 1s	40
Webb	33
Wilbur, 1/4s	33
Wilbur, 1/2s	32
COCOANUT	
Dunham's 1/4s & 1/2s	26 1/2
Dunham's 1/4s	27
Dunham's 1/2s	28
Bulk	11
COFFEE	
Rio	10@13 1/2
Common	10@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	20
Santos	
Common	12@13 1/2
Fair	14 1/2
Choice	16 1/2
Fancy	19
Peaberry	19
MARACAIBO	
Fair	16
Choice	19
MEXICAN	
Choice	16 1/2
Fancy	19
GUATEMALA	
Choice	15
JAVA	
African	12
Fancy African	17
O. G.	25
P. G.	31
MOCHA	
Arabian	21
Package	
New York Basis	15 25
Arbuckle	15 25
Dilworth	13 75
Jersey	15 00
Lion	14 75
McLaughlin's XXXX	
sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	
Extract	
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foil, 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43
CRACKERS	
National Biscuit Company	7
Brand	7
Butter	7
N. B. C. Square	7
Seymour, Round	7
Soda	
N. B. C.	7
Select	9
Saratoga Flakes	15
Zephyrette	13
Oyster	
N. B. C. Round	7
Gem	7
Faust	8 1/2
Sweet Goods	
Animals	10
Atlantics	12
Atlantic, Assorted	12
Arrowroot Biscuit	16
Avena Fruit Cake	12
Brittle	11
Bumble Bee	10
Cadets	9
Cartwheels Assorted	9
Circle Honey Cookies	12
Current Fruit Biscuits	12
Cracknels	16
Coffee Cake	10
Coffee Cake, Iced	10
Cocoanut Brittle Cake	12
Cocoanut Taffy Bar	12
Cocoanut Bar	16
Cocoanut Drops	13

Cocoanut Macaroons	13
Cocoanut Honey Cake	12
Cocoanut Hon Fingers	12
Cocoanut Hon Jumbles	12
Crumpets	10
Dinner Biscuit	25
Dixie Sugar Cookie	9
Family Cookie	9
Fig Cake Assorted	12
Fig Newtons	12
Florabel Cake	12½
Fluted Cocoanut Bar	10
Frosted Creams	8
Frosted Ginger Cookie	8
Frosted Honey Cake	12
Fruit Honey Cake	14
Ginger Gems	8
Ginger Gems, Iced	9
Graham Crackers	8
Ginger Snaps Family	8
Ginger Snaps N. B. C.	7½
Ginger Snaps N. B. C. Square	8
Hippodrome Bar	10
Honey Block Cake	14
Honey Cake, N. B. C.	12
Honey Fingers, As. Ice	12
Honey Jumbles, Iced	12
Honey Flake	12½
Honey Lassies	10
Household Cookies	8
Household Cookies Iced	9
Imperial	9
Jersey Lunch	9
Jubilee Mixed	10
Kream Klips	25
Ladle	9
Lemon Gems	10
Lemon Biscuit Square	8
Lemon Fruit Square	12½
Lemon Wafer	17
Lemona	9
Mary Ann	9
Marshmallow Walnuts	17
Molasses Cakes	8
Molasses Cakes, Iced	9
Molasses Fruit Cookies Iced	11
Mottled Square	10
Nabob Jumbles	14
Oatmeal Crackers	8
Orange Gems	9
Penny Assorted	9
Peanut Gems	9
Pretzels, Hand Md.	9
Pretzettes, Hand Md.	9
Pretzettes, Mac. Md.	8
Raisin Cookies	10
Revere, Assorted	14
Rittenhouse Fruit Biscuit	10
Rube	9
Scalloped Gems	10
Scotch Cookies	10
Spiced Currant Cake	10
Sugar Fingers	12
Sultana Fruit Biscuit	16
Spiced Ginger Cake	9
Spiced Ginger Cake Iced	10
Sugar Cakes	9
Sugar Squares, large or small	9
Sunnyside Jumbles	10
Superba	8
Sponge Lady Fingers	25
Sugar Crimp	9
Vanilla Wafers	17
Waverly	10
In-er Seal Goods	
Albert Biscuit	per doz. 1 00
Animals	1 00
Arrowroot Biscuit	1 00
Baronet Biscuit	1 00
Brenner's Butter Wafers	1 00
Cameo Biscuit	1 50
Cheese Sandwich	1 00
Chocolate Wafers	1 00
Cocoanut Dainties	1 00
Faust Oyster	1 00
Fig Newton	1 00
Five O'clock Tea	1 00
Frotana	1 00
Ginger Snaps, N. B. C.	1 00
Graham Crackers, Red Label	1 00
Lemon Snaps	50
Marshmallow Dainties	1 00
Oatmeal Crackers	1 00
Old Time Sugar Cook.	1 00
Oval Salt Biscuit	1 00
Oysterettes	50
Pretzettes, Hd. Md.	1 00
Royal Toast	1 00
Saltine Biscuit	1 00
Saratoga Flakes	1 50
Social Tea Biscuit	1 00
Soda Craks, N. B. C.	1 00
Soda Craks, Select	1 00
S S Butter Crackers	1 50
Sultana Fruit Biscuit	1 50
Uneeda Biscuit	50
Uneeda Jinjer Wayfar	1 00
Uneeda Lunch Biscuit	50
Vanilla Wafers	1 00
Water Thin Biscuit	1 00
Zu Zu Ginger Snaps	50
Zwieback	1 00
In Special Tin Packages	
Per doz	
Bestino	2 50
Nabisco, 25c	2 50
Nabisco, 10c	1 00
Champagne Wafer	2 50
Per tin in bulk	
Sorbetto	1 00
Nabisco	1 00

1 50 1 40	Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/2 cloth 6 25 Lemon & Wheeler Co. White Star, 1/2 cloth 6 00 White Star, 1/2 cloth 5 90 White Star, 1/2 cloth 5 80 Worden Grocer Co. American Eagle 1/2 clh 6 10 Grand Rapids Grain & Milling Co. Brands. Purity, Patent 5 25 Seal of Minnesota 5 60 Wizard Flour 4 85 Wizard, Graham 4 85 Wizard, Gran. Meal 3 60 Wizard, Buckwheat 3 20 Rye 4 80	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 13 75 Compound Lard 11 50 lb. tubs, advance 1 1/2 50 lb. tubs, advance 1 1/2 50 lb. tins, advance 1 1/2 20 lb. pails, advance 3/4 10 lb. pails, advance 3/4 1 lb. pails, advance 1 1 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 Deer Boneless 14 00 Rump, new 14 00 Pig's Feet 1/4 bbls. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/4 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 @ 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, 1/2 50 Potted ham, 1/2 50 Deviled Ham, 1/2 50 Deviled Ham, 1/2 50 Potted tongue, 1/2 50 Potted tongue, 1/2 50 RICE Fancy 7 @ 7 1/2 Japan 5 1/2 @ 6 1/2 Broken 2 1/2 @ 3 1/2 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 3/4 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 90 SALT Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 35 28 10 1/2 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 80 Medium, fine 85 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Hallibut Strips 15 Chunks 16 Holland Herring White Hp. bbls. White Hp. 1/2 bbls. bbls. White Hoop mchs. Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed 15 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Moss, 100 lbs. 13 50	Mess. 40 lbs. 6 60 Mess. 10 lbs. 1 75 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 00 No. 1, 10 lbs. 1 60 No. 1, 8 lbs. 1 30 Whitefish No. 1, No. 2 Fam. 100 lbs. 9 75 3 50 50 lbs. 5 25 1 90 10 lbs. 1 12 55 8 lbs. 92 48 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 60 White Russian 3 60 Dolme, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 5 bxs 3 30 German Mottled, 10 bxs 3 25 German Mottled, 20 bxs 3 20 Marseilles, 100 cakes 6 00 Marseilles, 100 cks 5c 4 00 Marseilles, 100 ck toilet 4 00 Marseilles, 1/2 bx toilet 2 10 A. B. Wisley Good Cheery 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 4 50 Gold Dust, 100-5c 4 00 Kirkline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 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 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice, large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochon 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 16 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 15 Pepper, Cayenne 22 Paprika, Hungarian 38 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 1lb. pkgs. 5 1/2 Muzzy, 40 1lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 1lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Corn Barrels 27 Half barrels 29 20lb. cans 1/2 dz. in cs. 1 65 10lb. cans, 1/2 dz. in cs. 1 60 5lb. cans, 3 dz. in cs. 1 70	1/2 lb. cans 3 dz. in cs. 1 75 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 @ 26 Sundried, choice 30 @ 33 Sundried, fancy 35 @ 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 Hawthorn, 5lb. pails 56 Telegram 31 Ray Car 31 Prairie Rose 33 Protection 49 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Falo 35 Kyo 35 Battle Ax 37 American Eagle 37 Standard Navy 37 Spear Head, 1 oz. 41 Spear Head, 1 1/2 oz. 44 Nobby Twist 44 Jolly Tar 40 Old Honesty 40 Loddy 34 J. T. 34 Piper Heidsieck 33 Root Jack 69 Honey Dip Twist 45 Black Stanger 49 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 26 X L L, 5lb. 27 X L 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 Virtue Navy 44 Yum Yum, 5c per gro 5 85 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 Flow Boy, 1 1/2 oz. 39 Flow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32-24 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. box 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 13 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 1 00 Bushels, wide band 1 15 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, med 7 25 Willow, Clothes, small 5 25 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 15 sets 1 35 Case, mediums, 12 sets 1 18 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 95 No. 1 common 30 No. 2 pat. brush holder 30 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 00 3-hoop Standard 2 35 2-wire Cable 2 10 3-wire Cable 2 20 Cedar, all red, brass 1 45 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 60 Softwood 2 75 Banquet 1 60 Ideal 1 60 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 75 Double Peerless 3 15 Single Peerless 3 15 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 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 50 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 Boiled Lobster 29 Cod 10 Haddock 8 Pike 12 Perch 9 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie Roe Shad Shad Roe, each Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 12 1/2 Pelts Old Wool @ 30 Lamb's 50 @ 75 Shearlings 40 @ 65 Tallow No. 1 @ 4 No. 2 @ 4 Wool Unwashed, med. @ 25 Unwashed, fine @ 23 Standard Twist @ 25 Jumbo, 32 lb. 7 1/2 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 7 Conserve 7 1/2 Royal 12 Ribbon 12 Broken 10 Cut Loaf 8 Leader 8 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 14 Peanut Squares 12 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 12 San Blas Goodies 12 Lozenges, plain 12 Lozenges, printed 12 Champion Chocolate 12 Eclipse Chocolate 12 Bureka Chocolate 14 Quintette Chocolate 14 Champion Gum Drops 14 Moss Drops 10 Lemon Sours 10 Imperial 10 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 12 Red Rose Gum Drops 16 Auto Bubbles 13 Fancy-In 5lb. Boxes Old Fashioned Molasses 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 50 Old Fashioned Horehound drops 50 Peppermint Drops 50 Champion Choc. Drops 60 H. M. Choc. Drops 10 H. M. Choc. Lt. and Dark No. 12 1 10 Bitter Sweets, as'd. 1 2 1/2 Brilliant Gums, Crys. 60 A. A. Licorice Drops 60 Lozenges, printed 65 Lozenges, plain 65 Imperial 65 Mottos 65 Cream Bar 65 G. M. Peanut Bar 60 Hand Made Crms 80 @ 90 Cream Wafers 85 String Rock 85 Wintergreen Berries 60 Old Time Assorted 3 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. 18 00 Pop Corn Cracker Jack 3 35 Giggles, 5c pkg. 3 50 Pop Corn Balls 200s 1 35 Azulikit 100s 1 35 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 35 NUTS-Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell 12 @ 13 Brazilis 12 @ 13 Filberts 12 @ 13 Cal. No. 1 10 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 13 Table nuts, fancy 12 @ 13 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Pickory Nuts per bu. Ohio, new Cocanuts Chestnuts, New York State, per bu. Shelled Peanuts Fancy H P Suns @ 7 1/2 Roasted @ 7 1/2 Choice, H. P. Jumbo @ 8
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Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



Royal
10c size 90
1/4 lb. cans 1 35
6oz. cans 1 90
1/2 lb. cans 2 50
3/4 lb. cans 3 75
1 lb. cans 4 80
3 lb. cans 13 00
5 lb. cans 21 50

YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans .3 75
32 oz. tin cans .1 50
19 oz. tin cans .85
16 oz. tin cans .75
14 oz. tin cans .65
10 oz. tin cans .55
8 oz. tin cans .45
4 oz. tin cans .35
32 oz. tin milk pail 2 00
16 oz. tin bucket .90
11 oz. glass tumbler .85
6 oz. glass tumbler .75
16 oz. pint mason jar .85

CIGARS

Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots .31
El Portana .33
Evening Press .32
Exemplar .32

Worden Grocer Co. Brand

Ben Hur
Perfection .35
Perfection Extras .35
Londres .35
Londres Grand .35
Standard .35
Puritinos .35
Panatellas, Finas .35
Panatellas, Bock .35
Jockey Club .35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case .2 60
36 10c pkgs., per case 2 60
16 10c and 36 5c pkgs., per case .2 60

FRESH MEATS

Beef
Carcass .6 1/2 @ 9 1/2
Hindquarters .8 @ 10 1/2
Loins .9 @ 14
Rounds .7 1/2 @ 9
Chucks .7 @ 7 1/2
Plates .@ 5
Livers .@ 5

Pork

Loins .@ 16
Dressed .@ 11
Boston Butts .@ 15
Shoulders .@ 12 1/2
Leaf Lard .@ 13
Pork Trimmings .@ 1

Mutton

Carcass .@ 10
Lambs .@ 12
Spring Lambs .@ 13

Veal

Carcass .6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra .1 00
72ft. 3 thread, extra .1 40
90ft. 3 thread, extra .1 70
60ft. 6 thread, extra .1 29
72ft. 6 thread, extra .1 50

Jute

60ft. .75
72ft. .90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

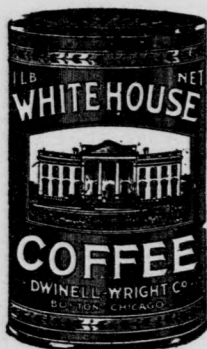
50ft. 1 35
40ft. .95
60ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

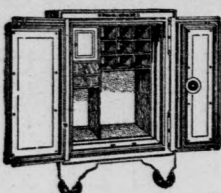
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .1 80
Cox's, 1 doz. Small .1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's .1 50
Knox's Acidu'd, doz. .1 25
Oxford .75
Plymouth Rock .1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .6 50
50 cakes, large size .3 25
100 cakes, small size .3 35
50 cakes, small size .1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large .3 75
Halford, small .2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich

Goods on Show in Twelve Cities

Come to market, Mr. Busy Man, in any of the following twelve cities and see the "different" sample rooms:

New York, Chicago, St. Louis, Minneapolis
Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee
Omaha, San Francisco, Seattle

Quiet, compact, well lighted and well ventilated. Samples of all our lines logically grouped for your convenience.

The whole General Merchandise world with its many interesting phases placed before you. No interruption, no annoyance, no tiresome tramp.

Every sample bearing a tag, showing number, quantity in package, and in plain figures—the guaranteed net price.

When you come to market, come and see us, even should you have no order at that time. We want to know you and we want you to know the advantages we have to offer.

NOTICE

Our complete displays of Fall and Winter Merchandise and of Holiday Goods, will be on display in our twelve cities on or about July 20th.

BUTLER BROTHERS

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—Outfit for the manufacture of canvas gloves. New. Never been used. Would consider trade. Address M., care Tradesman. 753

General store or dry goods and grocery store wanted. Good point for a hustler with ample capital. Enquire of Dr. E. Wm. Bolio, Coral, Mich. 752

For Sale—Fine new stock of general merchandise, in good growing town of 2,000. For particulars address Lock Box 577, Newport, Wash. 750

Hotel For Sale—The Lake View House, 60 rooms, everything in good shape. Does all the commercial business. Doing a good paying business. Will sell at a reasonable price. Reason for selling, sickness and old age. Thos. E. Sharp, Elk Rapids, Mich. 751

For Sale—Store and stock of general merchandise at Bowen Station. Very reasonable. Address C. W. Brake, P. M., Crosby, Mich. 749

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

For Sale—A first-class grocery and meat market, town of 1,500 population, invoices \$3,500. Doing good business. Reason for selling, going West. Address No. 748, care Michigan Tradesman. 748

Wholesale Commission House \$3,500—Well established wholesale commission business, located in the heart of the city and doing a nice business. Good reasons for selling. Kinsey & Buys, Fourth National Bank Bldg., Grand Rapids, Mich. 745

\$4,800—We have a store building and shoe stock for sale at stated price or can sell either building or stock separately. This is a well established business and has a good cooper shop in connection. Kinsey & Buys, Fourth National Bank Bldg., Grand Rapids, Mich. 746

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

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—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—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

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

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

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—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. 541

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—Man for grocery department. Must have some experience and must be sober and industrious. Address No. 747, care Tradesman. 747

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.

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.



Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

William Reid To Receive His Discharge.

Detroit, July 19—Once more the way seems open for the final discharge from bankruptcy of William Reid. In the United States District Court to-day Judge Swan issued an order overruling the objection of an opposing creditor and affirming the report and finding of Harlow P. Davock, Referee in Bankruptcy, who on February 1, 1909, reported that the bankrupt was entitled to his discharge.

The bankrupt case of William Reid is one of the oldest and most intricate pending in the Federal Court, his petition having been filed April 22, 1905. It is noteworthy also from the fact that the bankrupt was formerly one of the prominent business men of the community and was counted one of Detroit's most wealthy citizens.

Still further interest was imparted to the case because of numerous accusations of fraud against the petitioner in connection with allegations that an attempt was being made to conceal assets of the bankrupt.

In the beginning of the proceedings and until some time in 1908, Attorney George W. Radford, against whom disbarment proceedings subsequently were brought in the Wayne Circuit Court, based on his conduct in other cases, appeared and acted as legal adviser for Mr. Reid. He is alleged to have opposed efforts of the creditors to bring the case to a speedy settlement. After his retirement from the case John B. Corliss became attorney for the bankrupt.

In the early stages of the case the Detroit Trust Co. was appointed trustee of the bankrupt's estate. Liabilities aggregated in the neighborhood of \$200,000 and assets were practically nothing. Much careful investigation was given two companies organized by the bankrupt, April 21, 1904. These were the William Reid Co., wholesale dealer and jobber in glass, and the Reid Manufacturing Co., which handled building supplies.

Referee Davock first recommended the discharge of the bankrupt December 31, 1908. The recommendation was opposed by Attorneys O. F. Hunt and B. B. Selling representing the American Window Glass Co., Pittsburg, creditor to the amount of \$58,195.40. Another of the principal creditors is the M. K. McMullen Co., Pittsburg, with a claim of \$66,174.33.

The objecting creditor filed in the Federal Court specifications covering eighteen points, charging fraud and concealment of assets. Among assets thus enumerated were an interest in the John Hancock Mutual Life Insurance Co., a legacy alleged to have been received by the bankrupt from his wife, certain promissory notes drawn in his favor and stock in the Reid companies, which books of the companies showed had been transferred to the bankrupt's son, William P. Reid.

In his opinion, Judge Swan, in effect, holds that the assets named are chiefly of so little value that failure to include them in the bankrupt's schedule might be attributed to his

belief that they were of no value, which in substance agrees with the report of Referee Davock.

Unless some further obstacle, now unanticipated, intervenes an order may be issued soon discharging the bankrupt.

The Boys Behind the Counter.

Traverse City—Jack Wickes, window trimmer of the Hannah & Lay Mercantile Co., has received a check for \$50 from the Home Pattern Co., of New York, having won first prize in the summer window decorating contest. This is the third prize Mr. Wickes has won in succession from the same company.

East Jordan—Samuel Pizer takes charge of the mercantile establishment of L. Wiesman at Farwell. Mr. Wiesman and son, Albert, have purchased a wholesale notion business in Detroit and will move to that city.

Saranac—Mrs. Grace Darrow, who has been connected with the Saranac Dry Goods Co.'s store for the past four years and during the past year as its manager, has resigned her position and Glenn Harwood, of Hammond, Ind., has assumed the management. Mr. Harwood is a former Saranac boy and comes well recommended from the large department store at Hammond where he has been employed.

Kalamazoo—Dick Remyn is probably the oldest dry goods clerk in the city, having been in the service of the Bruen Dry Goods Co., which has recently been purchased by J. R. Jones' Sons & Co., for thirty-four years last November. Mr. Remyn entered the employ of Mr. Bruen simply as an interpreter of the Holland language, the Holland residents of the city at that time being mainly unable to speak or understand the English language. "I knew nothing of salesmanship," said Mr. Remyn in speaking of his early days in the business. "I did not attempt to sell goods. I simply told the clerks what the Holland customers said and showed the goods they asked to see. The system of salesmanship was much different then than now. We never had cash slips at that time and in each counter there were money drawers where we placed the money we received and made our own change with no attempt at keeping a record of it. Then we had the slips and later the complete cash system. There has been considerable difference in the business in the demands which the people must have supplied." Mr. Remyn will remain with the Jones Co., and instead of being confined to any one department will sell goods to his Holland friends in all departments of the store, selling everything from a paper of pins to carpets and draperies and furs and ready-to-wear garments.

Manufacturing Matters.

Detroit—The Horton-Cato Manufacturing Co. has increased its capitalization from \$15,000 to \$50,000.

Kalamazoo—A new company has been organized under the style of the Bevier Gas Engine Co., with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$5,000 paid in in cash.

Detroit—The Ellis Engine Co. has

engaged in business with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which \$103,500 has been subscribed and \$100,000 paid in in property.

Alpena—The Northern Planing Mill Co. has been awarded the contract for the construction of the factory building of the Alpena Motor Car Co. The building will have a frontage of 170x40 feet, two stories, with two wings 200x60 feet.

Mt. Pleasant—The Independent Elevator Co. has merged its business into a stock company under the style of the Independent Grain Co., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and paid in in cash.

Saginaw—The Argo Electric Vehicle Co. is the title of a new concern recently incorporated for \$200,000, to be located here. The company will occupy the quarters of the Somers Bros. Match Co., and expects to begin operations in about thirty days manufacturing electric runabouts and pleasure vehicles.

Manistique—The new mill of the I. Stephenson Company has been running for some time in a satisfactory manner. The company expects to start up nights as soon as the wiring is finished, as it has a large stock of logs to cut out. The forest fires have been troublesome, but by patrolling the different points very few losses have been reported to date. There have been a few showers the last few days, with prospects of more. Shipping has been going on in a fairly satisfactory manner and there appears to be more buyers in the field than at any other time this year.

Local Bank Notes.

A block of stock in the Kent State Bank was sold Monday for 226, which is six points higher than the stock has ever sold for before. Indications point to a still higher range of values owing to the enormous earning capacity of the institution, and it is confidently predicted by some of the local brokers that the stock will go to 250 before the end of the present year. As a moneymaker Mr. Idema has no superior in Michigan. While the ideal banker has probably never been born—and probably never will be—Mr. Idema possesses as many points as any banker in the country.

There is a good deal of speculation around town as to where the stock of the new merged bank will start, so far as market value is concerned. By judicious disbursements the stock of the new bank is being paid down to a 120 basis, so far as book value is concerned. In the past the stock in the Grand Rapids National Bank has sold at about book value, whereas the stock of the National City Bank has ranged about 12 points below book value. Neither stock has ever been very active, for some reason, and it remains to be seen whether the new stock will be any different in this respect than its predecessors have been.

There is a well-grounded rumor that O. H. L. Wernicke will be elected a director on the board of the new merged bank. The report lacks confirmation, but there is every indica-

tion that it is based on fact. It is currently reported that several of the older directors of both of the present banks are willing and anxious to retire, thus giving way to younger and more active men.

Serving Time Under Sale-in-Bulk Law.

Probably the first instance of a man being sentenced under the sale-in-bulk law has been furnished in this city in the case of Louis Vehon, who formerly conducted a grocery store at 193 Broadway.

Vehon recently sold his stock to Charles Hubel and, at the purchaser's request, he furnished an affidavit stating that he owed only one account—the Washburn-Crosby Milling Co.—a matter of \$17.73. It subsequently transpired that he owed the Rademaker-Dooce Grocer Co. \$124.49 and eleven other creditors a total amount of about \$400. Vehon was given ample opportunity to make good and protect his successor from loss, but refused to do so. He was thereupon arrested on a charge of perjury and while imprisoned in the Kent county jail he decided to plead guilty in the Superior Court, which determination he subsequently carried into execution. He was thereupon sentenced to the Ionia House of Correction for from six months to fifteen years, with the recommendation that he be liberated at the end of eighteen months in consideration of good behavior.

The lesson is a salutary one for Vehon and a warning to any other merchant who may be led into making the same error that Vehon did in order to effect a sale and secure a cash payment for his stock. Vehon has a wife and three children, on whom the burden falls very heavily, but so far as Vehon is concerned no sympathy is considered necessary, because he has been a bad actor for some years.

William Young, who entered the employ of P. Steketee & Sons about seven years ago as stock boy and soon worked his way up to house salesman, has gone on the road, covering Northeastern Michigan. His territory includes Saginaw, Bay City and Port Huron.

The progressive merchant never graduates. That is, he never reaches the point where he can say his education is completed. He may never receive a diploma; but he may be honored by degrees.

BUSINESS CHANCES.

For Sale—Clean stock of general merchandise including buildings in country town in the Thumb of Michigan, in sugar beet belt. Inventory about \$2,500. Must change climate. No exchange considered. Address Lock Box 108, Colling, Mich. 754

For Sale—Only bakery in the town of 1,500. Cheap. Good reason for selling. Mrs. Carrie Marron, Ovid, Mich. 755

Farmers—Timber and cut over lands for sale. On easy terms. For particulars address J. R. B. Moore, 1014 Southern Trust Bldg., Little Rock, Ark. 757

Why not collect your bad accounts with the New Steele Collection Method and save attorney fees. You can do it. No difference what you have seen or tried, send me dollar for complete system that has even compelled payment of "given up" accounts. They are live wires. E. A. Steele, Dept. M. T., Odd Fellows' Temple, Marion, Ind. 756

ALWAYS THE
SAME COFFEE
AND SAME QUALITY



It must be a great satisfaction for dealers to handle coffee of "WHITE HOUSE" character — thus eliminating all doubt and uncertainty, and absolutely insuring against complaint and possible loss of good customers. You cannot say too good things about "WHITE HOUSE"—for the good things are *really there*. The coffee will "back you up" every time.

Symons Bros. & Co.

Wholesale Distributors

Saginaw

You Pay For a System Every Few Months

Since you've begun to think about installing The McCaskey System of handling accounts with ONE WRITING, you've lost enough through errors, disputes with customers over accounts, forgotten charges, bad accounts and in a dozen other ways, to pay for one.

Our customers tell us the System pays for itself in a few months—after that it is all profit.

Will you write for a demonstration or for more information NOW?

THE McCASKEY REGISTER COMPANY

The Complete System

ALLIANCE, OHIO

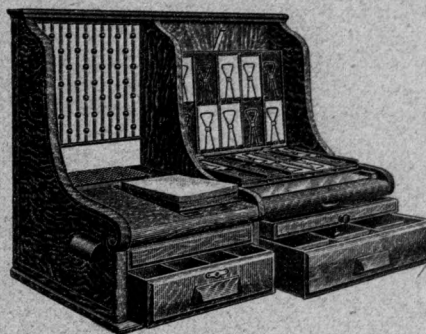
FIRST AND STILL THE BEST

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.



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.

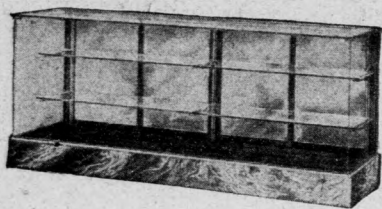
W. K. Kellogg

KELLOGG TOASTED CORN FLAKE CO.

Battle Creek, Mich.



Quality Throughout



Is to be had in the

Wilmarth
THE CASE WITH A CONSCIENCE

Show Cases and Fixtures

Let us figure on your wants

Wilmarth Show Case Co.

936 Jefferson Ave

Grand Rapids, Mich.

Downtown Salesroom—58 S. Ionia St.

Detroit Salesroom—40 Broadway

It is easy for

YOU

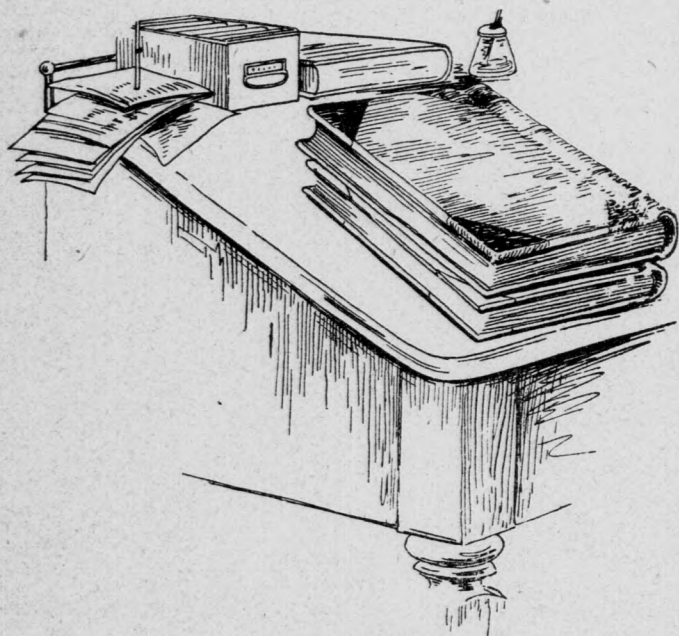
to sell

Shredded Wheat

because we have already sold it when it goes on your shelves. We are spending a half million dollars every year in educational advertising, to create a demand for Shredded Wheat. This demand is supplied through the jobber-to-retailer, square-deal plan of distribution, with a good profit for each.

At the same time you can push along the good work by suggesting to your customers the various fruit combinations with Shredded Wheat Biscuit as a simple solution of the food problem in summer. Nothing so deliciously nourishing or wholesome as Shredded Wheat Biscuit with berries, sliced bananas or other fruits, served with milk or cream.

The Shredded Wheat Company, Niagara Falls, N. Y.



Twelve O'Clock

When you wake up and the clock strikes twelve, when it's darker than pitch and the wind blows a gale, you say to yourself:

"What a Wild Night For a Fire"

Then you think of your own place of business and you say, "Well, I'm insured." Are you? What about your valuable papers and account books—are they insured? What would be your loss if they burned? You dislike to think about it, don't you?

Think Once More and Buy a Safe

Better get busy and write us today for prices,

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.