

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS \$2 PER YEAR

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 27, 1910

Number 1401

The Conversational Afternoon

THEY were talking all together of the season, of the weather and I think linguistic tether had in cases run quite far;
They discussed the problem polar, touched upon some questions solar, told of baby's latest molar, and the opera's new star;
They talked some of sanitation, of the need of ventilation, of Caruso's inspiration, and the billows fell and rose
Of their speech, and then it drifted into channels fair, clouds lifted, and the debris was soon sifted—for somebody started Clothes!

At the outset women waited - off in little pairs were mated, and opinions passed and stated on the topics of the day;
On the evils of divorces, on the spell of spirit forces, on the saving of resources which were frittering away;
But at last speech seemed quite vanquished and the conversation languished till the hostess was nigh anquished, but her fallen spirits rose,
When, as might have been expected, other topics were ejected from the discourse and erected on the wrecks of them was - Clothes!

I forget the kind of topics they talked first—some philanthropic's plan for cooling off the tropics, but it lasted not at all;
It made just a little ripple, just a light and harmless tipple, and then limped off like a cripple and was flowered on the wall;
Then they talked bridge for a minute, dealt a hand to see who'd win it, but there seemed no substance in it, and it crept off to repose
In oblivion and quiet, and the guests all seemed to shy at speech of any sort till riot broke—somebody started Clothes.

I recall that for a second some one talked of art and reckoned it might hold them, but it reckoned her a sorrowful farewell;
Music held the boards the fraction of a minute, but the action was too slow—it meant distraction, and it had no charm or spell;
Some one took a literary turn, but verse and prose were very soon off to the cemetery of prosaic things like those.
But the meeting was a rabble of unending gibble-gabble, and backed off the boards was Babel when somebody started Clothes!

J. W. Foley.

A Reliable Name

And the Yeast
Is the Same

Fleischmann's



Our Brands of

VINEGAR

Have been continuously on the market
for over forty years

"HIGHLAND" Brand Cider and White Pickling
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This surely is evidence of their satisfying qualities
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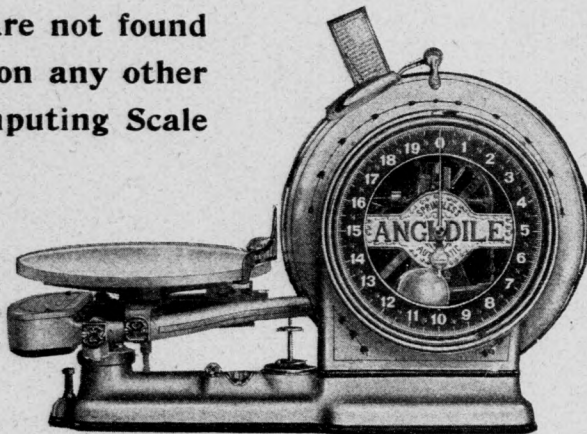
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Saginaw, Michigan

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on any other
Computing Scale

This cut
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customer's
dial



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We guarantee our vinegar to be
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and free from all artificial color-
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of every State in the Union. ❀ ❀

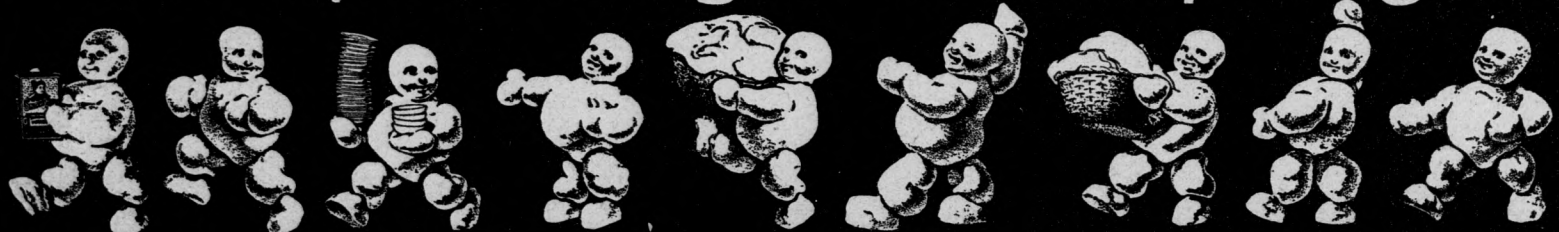
The Williams Bros. Co.

Manufacturers

Picklers and Preservers

Detroit, Mich.

Snow Boy keeps moving out - Profits keep coming in



Start your Snow Boy sales a'moving
The way they grow will make your friends sit up and take notice

Ask your jobber's
Salesman

Lautz Bros. & Co.
Buffalo, N.Y.

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THE COUNTRY SCHOOL.

It has been reported in some sections that the consolidation of schools in the rural districts has proved a failure and that the country schools are being re-opened.

There may be instances where the route is too long or the roads are too poor to render the plan practicable; but in every case where the trip can be made with reasonable ease, it is not a failure but a great advantage. If the children prefer the country school, it is generally because "they have more fun there," a claim which no one who investigates the comparative methods of teaching and discipline could for a moment deny.

There are instances to be cited where pupils can be transported on the trolley at one-third of the expense of maintaining country school; where they could have the advantages of a trained teacher and recite in classes large enough that an interest can be maintained. Yet the country school has been re-opened, simply to give a young girl a place to teach—more properly to "keep school." While it is true that our best teachers were once beginners, is it fair to the children to compel them to remain, term after term, in such a training school for teachers, encouraged only by the thought that if the present one is a success she will be duly promoted to a school in town; if she wholly fails, they will, perhaps, have a trial at breaking in another beginner next year.

School officers are, as a rule, poorly paid; the only pecuniary recompense is the influence which the place carries. Consequently only those interested will accept the lower offices. But if a little girl wishes to teach, her father courts the office and she gets a school. If there are not enough vacancies for all the beginners and culls, he and a few of his comrades similarly placed open up the closed rural schools, vote

consolidation a failure and, incidentally, vote their children in as teachers (?).

GETTING EVEN.

The tradesman's life is filled with incidents inspiring this feeling if he but succumbs to it. Yet the plan nurtured lands him in numberless pitfalls, besides destroying his peace of mind. Bacon wrote: "Revenge is a kind of wild justice, which the more a man's nature runs to the more ought law to weed it out." This was many years ago, before conscience had gained its present prestige over law. The weeding-out process may now be done more easily, economically and satisfactorily than by feigning attorneys.

Edison may have felt like "getting even" with the man whose undeserved blow upon the head rendered the embryo inventor deaf for life. Yet in giving to the world the power to hear the sweetest of tones through all time, has he not "got even" and very much more? His has been a life too busy to waste time in brooding over injuries or paying them back according to the popular version of the term.

Even Napoleon, born warrior although he was, did not stoop to fight the school boys who made sport of him on account of his humble origin; but by devoting his time to his books he soon gained the head of the class and thus commanded their respect.

Retaliation is a most expensive source of redress. If we have been used unfairly the loss is sufficient without wasting time, strength, nerve force in striving to give the offender "as good as he sent." Anger costs us more than a small imposition. While we may strive to avoid future disturbances from another, it is not profitable to stir them up ourselves. The Golden Rule will never become inert.

HELPING OTHERS.

We have all heard, and some of us believe too fully, that self-help is the best help. We say too fully, for while this excess of belief, as applied directly to our own individual efforts, can not be put too emphatically, yet there are times when it is unwise and selfish to apply the test too fully to others. There are instances in which the aid of another is necessary. And our inclination to turn a cold shoulder to such calls is but the mark of extreme selfishness.

Just how far we may with consistency carry our spirit of helping others into practice depends upon circumstances. There is not a day in which some legitimate aid may not be given. It is ours to be alert to the needs of those around us—our employes, our patrons, our neighbors,

our friends—everybody with whom we come in contact.

There are many ways besides the financial one in which we may help. A word of encouragement or advice, a kind look, a bit of humor which will remove the veil of despondency—these and many other ways will suggest themselves. The one who strives to be helpful will soon find his resources accumulating as did the oil in the cruse of the woman of old.

Help should always be restricted to the instilling of self-help. Says Lillian Whiting: "Let one give the aid he can, by all means, when the word, the act or the money will serve as a bridge thrown across a chasm which otherwise would check an onward progress; but when the object of solicitude has in himself no original impetus then do all the aids in the world become utterly useless." The woman who insists that the tramp replenish her woodpile while she gets his breakfast has fully solved the problem of helping others. If he is unable to cut the wood, furnish a physician, but insist that the wood be cut as soon as the healing is performed.

MERIT AS A TRADE-MARK.

You have more than once felt chagrined on getting in a good quality of a certain article to see that your patrons are all going to Brown's just because he is selling five cents cheaper. But do you not as surely have a little satisfaction later when they come trooping back, simply because they have found that there is a difference of more than five cents in the quality? It will never pay you to remark upon the subject unless the other party takes the initiative. Your reward is enough that you can accord to keep quiet; but the moral is not to be missed. Let merit be your trade-mark and it will soon be discovered, even although not emblazoned on your door in gilt letters.

"Those best can bear reproof," wrote Pope, "who merit praise." The criticism which is bound to come from some one falls lightly where merit is firmly established. It may for a brief time seem to carry, but it is eventually whiffed away, even although the air is seemingly still. The reputation which is based on anything but merit is but a transient one, toppling over when least expected. "True worth is in being, not seeming," and although the public may not at first view it in the full light, a fact that is dearly paid for is but the more carefully treasured.

If your position calls for the handling of goods so cheap that they are necessarily inferior, let the fact be known, adding that a better grade is also for sale. This leaves the matter entirely in the hands of the pur-

chaser, and is simply a question of how much money he is willing to invest.

Do not set an undue mark of merit upon your stock. The man who pretends to carry an extra grade at a trifle advance in price is soon rightfully branded with dishonor if his stock does not prove worthy. Your goods are no better than your rival's, unless they merit the distinction. Never attempt to sail under false colors.

LEARNING TO BE A QUEEN.

We Americans have been taught to believe that monarchs are born, not made. Yet the new Queen of England is in a measure self-made and fully equipped for her royal duties.

It may seem strange that her skill in home duties first led her into notice as a fit candidate for the place of wife to the heir apparent to the throne. When we learn that it was no less a person than Queen Victoria, herself thoroughly domestic, who made the selection, surprise ceases.

Princess Mary was not content with resting on these qualifications. She studied minutely all the social and official duties of both king and queen, and then, leaving her little ones in the care of Alexandra, she accompanied her husband on a tour to every country where the Union Jack floats. This study of the countries of her realm has been further supplemented by study and practical work among the industrial classes at home, household sanitation and charities owing much improvement to her hands.

Her example is certainly worthy of emulation. In our life work too many of us fail to recognize the highest duties involved. It is one thing to rule a court, but quite another to dominate wisely the homes of a nation. To be able to manage the usual routine of work may come easily enough; but if we would go down to the details in the foundation work, if we would move toward better things, we must learn our business in all its phases as thoroughly as did Princess Mary learn to be a queen. Our place of business is our court; but our subjects—customers, if you please—are varied; their needs are to be catered to and there are reformations due them at every step of the way.

The government printing office is now turning out postal cards at the rate of about three millions a day, which just about supplies the demand. Additional presses will soon be put in so as to increase the output to four millions a day, as it is evident that number will soon be required. It seems hardly possible that 4,000,000 postal cards could be used in a day, but this is a great country and the card is a popular institution.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 25—With the thermometer going to 90 to 95 day after day, there is nothing to do but to move slowly, and the coming week will not be one of great "hustling." Spot coffee is in light demand from jobbers, although quite a good many small orders were found this morning. In the aggregate the amount changing hands is respectable, but there is room for much improvement. Rio No. 7 opens at 8½c. There seems to be a tendency to some advance. Mild coffees are moving with some freedom and rates are firmly sustained.

The sugar trade is having its inning now and orders are coming in at a satisfactory rate. Granulated is being sold pretty close to cost and some advance will cause no surprise.

Teas show little, if any, change. Sales are of small lots and no immediate change is looked for, although with advancing rates abroad there will, doubtless, be a higher level here before the end of the year.

Dullness characterizes the rice market. Neither buyer nor seller seems to take any interest in the situation and, until we receive further domestic supplies, there is likely to be a very quiet trade. Certainly there seems no need of purchasing ahead of current requirements.

Spices show little change. Pepper is the most active article on the list. Cloves show a little advance. The

supply of mace is rather light.

There is nothing doing in molasses, which is absolutely the dullest thing in trade. Prices show the same level as a week ago. Syrups are quiet and unchanged.

Canned goods certainly tend to a higher level and it will be well for dealers to keep their eyes on "tinned" stock. Everything conspires to make an advance and this is already made in coast products.

Butter was slightly cut and a better trade set in. The supply of lower grades is more than sufficient for the demand. Creamery specials, 28½@28¾c; Western factory firsts, 24½c.

Cheese is absolutely unchanged, but the supply has been ample and there is some surplus. Full cream, 15½@16c.

Eggs are fairly firm for stock of "quality." Western eggs, which have not been much affected by the heat, are worth about 21c, but the bulk is working out at 17½@19c. The heat is having its certain effect.

Some Uses For Cornstalks.

Cornstalks, formerly almost a waste product, have been turned to account during recent years, and the farmer is enabled to get quite a profit per ton for them.

They are utilized for packing cofferdams and in the manufacture of smokeless powder; paper pulp can be made from them; they furnish pyroxyline varnish, are useful as a packing material, and, together with the leaves and tassels, enter into the composition of various prepared fodders and food stuffs.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Kalamazoo grocers and butchers have changed their picnic plans and, instead of going to Gull Lake, they will go to Hague Park, near Jackson, joining there the grocers and butchers of Jackson, Battle Creek and possibly Lansing. The date is August 25.

Imlay City business places will be closed August 2 and the merchants will go down the St. Clair River to Tashmoor Park for a day's outing.

Flint has adopted an ordinance which provides that "no sign shall be extended from the side of the walk or building to which it is attached more than three feet nor nearer to the sidewalk than eight feet." Police officers have been instructed to remove all offending signs.

Kalamazoo has adopted the recommendation of its Chief of Police that street fakirs be eliminated. They have been paying the city \$2 per day for the use of street corners, but they were continually causing trouble, requiring the use of an officer, and it was voted to abate the nuisance.

Tecumseh is rejoicing that the Anthony fence plant, recently taken over by the American Steel and Wire Co., is to remain there. An additional five acres has been purchased, on which more warehouses will be built, doubling the capacity of the plant.

Bay City grocers and butchers will hold their annual outing at Wenona Beach August 18. Other merchants

of the city have been invited to close their stores and join in the picnic.

Lapeer is promised an attractive park by the Michigan Central road. It will include the former depot site on Saginaw street.

The Retail Merchants' Association of Vicksburg has petitioned the Council to install public hitching posts on the streets and alleys for the convenience of farmers. The Council has granted a petition for a sanitary drinking fountain, to be placed at Main and Washington streets.

Lansing hopes to make an industrial exhibit in connection with the annual meeting of the League of Michigan Municipalities, to be held in that city the third week in September.

Saginaw is preparing to entertain the Arbeiter societies of the State August 7 and 8. Almond Griffen.

Why Thunder "Rolls."

During electric storms, when the lightning is very near, the thunder is heard once only with a sound like the discharge of artillery. When the storm is farther away the thunder is not a short sound, but a series of closely connected explosions.

When lightning bursts between two clouds, or between a cloud and the earth, the different points on the course followed by the electric discharge are at different distances from him who hears them, so that the sounds, traveling from different locations, reach the listening ears one after another, the period between the discharges apparently increasing as they come from greater distances.

To Get and Hold Trade

Sell your customers absolutely reliable goods. Don't run the risk of losing their good will by offering an article of doubtful quality or one which may injure health.

When you sell Royal Baking Powder you are sure of always pleasing your customers. Every housewife knows that Royal is absolutely pure and dependable. It is the only baking powder made from Royal Grape cream of tartar. You are warranted in guaranteeing it in every respect the most reliable, effective and wholesome of all the baking powders. On the other hand, you take chances when you sell cheap baking powders made from alum or phosphate of lime. They are unhealthful and fail to give satisfaction.

Royal never fails to give satisfaction and pays the grocer a greater profit, pound for pound, than any other baking powder he sells.

To insure a steady sale and a satisfied trade, be sure to carry a full stock of Royal Baking Powder.

Raisin Crop Is Large—Prune Crop Is Small.

New York, July 26—The uncertainty regarding the crops of California fruit this year is an element which is largely influencing the views of growers as to values, and that this will become more and more a dominant factor in the establishment of prices on new crop dried fruits is the opinion of prominent handlers of these goods. On this point F. A. Aplin, Vice-President of the J. K. Armsby Co., said yesterday:

"The crop of California raisins in sight, at present, is large. Based on 2½¢ sweat box the prices now quoted are below the cost of production and any one selling at such prices is satisfied to take chances that are always present in any crop of California fruit. It is well understood that the element of uncertainty is there. This factor is too often underestimated by the operator. In the case of raisins hot weather at certain periods and rain during the curing season are more frequently than not overlooked by the sellers in their anxiety to do business.

"Take the apricot situation this season as an illustration. Early in the season sellers estimated the output at 18,000 tons, while later developments show that the crop of this fruit is fully 20 per cent. short of these estimates. The shrinkage in the crop and the strong demand has caused an advance of fully 2 cents a pound. The crop is now reported to have been nearly all sold and advices we received last week reported

an additional advance and a stronger market. Large sales for spot and future shipment have been made at the higher prices and it seems to be certain that still higher prices will be seen before the end of the crop season.

"Not much over 50 per cent. of an average crop of California prunes will be made this year. The crop of the world is of slight importance to the California and Oregon trade except as it affects the export demand for its fruit. The markets of the world must depend upon France and California. This year France has bought more freely in California than any other foreign country at the so-called high prices. This would seem to be proof conclusive that the French crop is short. Last year there were exported as many prunes as California is expected to produce this year all told, while the spot demand up to this time has not been up to that of last season for the same period. There is every reason to believe that high prices have had as much influence on retarding spot demand as they have had in creating hesitancy on the part of Atlantic coast buyers.

"The distributors of the finer grades of prunes in Europe, as well as America, are not materially interested in a big world crop, for the reason that the output of Bosnia and Servia, representing the lower grades, no longer interests consumers who are accustomed to eating California and French prunes. Therefore the real question that interests buyers is not so much the so-called

high prices as whether at the advanced figures consumption will be materially reduced.

"High prices are generally compared by buyers with the figures quoted on a large crop added to a considerable carry over. The carry over this year was so light as to be almost negligible.

"Prunes have never been cheap to the consumer, no matter how low a price the producer has accepted or been forced to accept. Proof of this assertion is easily had when we compare the prices paid to the grower by those paid to the distributor. The difference is often 100 per cent. on the cost to the jobber. This is a rather big percentage on one of the finest fruit foods the country produces. It is reasonable to assume, in view of the fact that prunes have always been sold by the retailer at prices showing an excessive difference between producers' and retail dealers' costs, that there is not likely to be any appreciable advance in prices to consumers this year in spite of the smaller crop, and therefore no material decrease in consumption."

Right Hand Rule in Navigation.

London's drivers, sitting on the right hand side of the driver's seat, turn to the left. Why? In order that, looking down at the right hand side of the vehicle, they may gauge to a fraction of an inch the hubs of a vehicle meeting them. In the United States the driver still preserves the right hand side of the seat, and in

turning to the right of the roadway has the least knowledge of where his hubs may be in passing.

But in international navigation are the "right hand" rules that always obtain. It is in the narrow channel winding into a port where the extremest of emphasis is laid upon the vessel keeping to starboard, no matter how many crooks, and turns, and loops the channel may make.

This was illustrated in a collision on the Whang-Poo river, in China, when the Pekin and the Normandie collided. The Normandie was descending the stream, keeping to starboard. The Pekin was ascending the channel, keeping to its starboard. At a sharp turn in the channel the two boats collided. The Pekin's master declared that, owing to the sharp bend in the river, it was a "crossing" case, in which the Normandie was to blame.

In the house of lords, however, it was held that the right hand of any channel of any degree of sinuosity lay at the right of the channel's center; that therefore, when the Pekin failed to observe the rule in the sharp bend, and "cut across," it became an offender against the law and must pay damages.

Some have hard work getting any religion out of their hearts because so much was once forced down their throats.

Do your duty and your spirit of devotion will develop itself all right.

No one gets far in love's lessons without learning to hate heartily.

Who is Getting Your Profits?

Who is selling the buttermakers in your neighborhood Dandelion Brand Butter Color?

They're buying it—for official records prove that over 90 per cent. of the buttermakers in America use Dandelion Brand Butter Color. But are you getting the profits from *your* buttermaking customers?

Dandelion Brand doesn't have to be "pushed." Years of experience have proved that it's the best butter color made—the only safe, reliable, purely vegetable butter color that gives the rich, golden June shade.

Just let the buttermakers know you're selling Dandelion Brand Butter Color. That's enough to build up a good-paying trade.

Dandelion Brand Butter Color is
Endorsed by All Authorities

Dandelion Brand
Purely



Dandelion Brand is the Safe and
Sure Vegetable Butter Color

Butter Color
Vegetable

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

WELLS & RICHARDSON CO.

BURLINGTON, VERMONT

Manufacturers of Dandelion Brand Butter Color



Movements of Merchants.

Eau Claire—William Pegg has sold his bakery to Allen Dean.

Grand Haven—Peter Sluiter has opened a new meat market.

Allegan—Roy Priest succeeds Fred Terry in the grocery business.

Lansing—C. H. Beardsley has opened a new jewelry store here.

Sault Ste. Marie—Wheatly Bros. have opened a new grocery store.

Reed City—R. A. Bregg succeeds A. M. Bregg in the grocery business.

Grand Ledge—George Granger has opened a confectionery and cigar store here.

McBride—C. W. Harder has sold his interest in the McBride creamery to C. E. VanSlyke.

Hastings—Joseph R. Gillard has been appointed trustee of the Roy Hutchinson grocery stock.

Detroit—Casper Oppenheim will remove his men's furnishing stock from Bangor to this place.

Cass City—Christian Schwarder has purchased the confectionery stock of Mrs. J. C. Lauderbach.

Plymouth—Thomas Hammond has purchased the confectionery, cigar and tobacco stock of A. J. Somers.

Saginaw—The capital stock of Symons Bros. & Co., wholesale grocers, has been increased from \$200,000 to \$300,000.

Plymouth—The J. D. McLaren Co., dealer in grain, produce and hay, has increased its capital stock from \$50,000 to \$100,000.

Marquette—Archie C. Richards and Edward Kukku have purchased the paint store and decorating business of A. J. Pleyte.

Marquette—J. B. Arons has leased a store building on Washington street, which he will occupy with a shoe stock August 1.

Charlotte—Brown Bros. have sold their clothing stock to R. Crofoot, of Kelso, Washington, who will take possession September 1.

Ransom—Frederick C. Bavin has sold his grocery stock to Leon Haybarker, who will continue the business at the same location.

Thompsonville—William Immerman & Co. has opened a general store at Arcadia under the management of Arthur Wightman.

Holland—Jacob Kuite, Jr., has admitted his son to partnership in his meat business. The new firm will be known as Jacob Kuite & Son.

Temple—Geo. E. Orr and F. B. Dunham have purchased the general stock of J. H. Russel and will do business under the firm name of Orr & Dunham.

Owosso—The Owosso Outfitting Co. has purchased the house furn-

ishing stock of Charles Fillinger and will consolidate both stocks at the store occupied by Mr. Fillinger.

Powers—The Exchange Bank here has been reorganized and incorporated into a State bank. After Aug. 15 it will be known as the First State Bank of Powers. The capital is \$20,000.

Lansing—Carl Brackett has purchased the interest of his partner, Charles Lichte, in the tailor business of Brackett & Lichte, and will continue the business under his own name.

Detroit—A new company has been incorporated under the style of the Smart Shoe Co. with an authorized capital stock of \$5,000, all of which has been subscribed and \$4,500 paid in in cash.

Fline—The W. J. Towers Co. has been organized to engage in the general confectionery business with an authorized capital stock of \$5,000, of which \$3,350 has been subscribed and \$2,500 paid in in cash.

Flint—Harry W. Watson has merged his wholesale tobacco, cigar and candy business into a stock company under the style of the Harry W. Watson Co. The capital stock is \$50,000, all paid in in property. Mr. Watson holds \$46,500 of the stock.

Lakeview—Merle W. Gee, who for the past few years was associated in the hardware and furniture business here with his father, the late J. J. Gee, of Whitehall, has purchased the interest of the estate and is now sole proprietor of the stock.

Big Rapids—Charles T. Jones, of Holland Patent, N. Y., who figured on buying D. H. McFarlan's grocery store, the deal falling through, has purchased the grocery stock and business of the John K. Sharpe estate, conducted since the death of Mr. Sharpe by Mrs. Sharpe.

Owosso—H. Goldstein, who has conducted a store at Montrose for the past nine years, has opened a general store here. Mr. Goldstein still owns his Montrose store, but will sell it as soon as possible in order to give his entire attention to the business here.

Kalamazoo—With the removal of Frank P. D'Arcy, jeweler, to the store formerly occupied by Larned & Shandrew, 126 West Main street, a business other than a hardware will be conducted in the store for the first time in its history. From the time it was built, in 1856, it had been used as a hardware store, a period of fifty-three years. No other building in this city has been used for one kind of business continuously for so long a time.

Morrice—At a meeting of the business men held here for the purpose of deciding whether to open the stores evenings, it was found on comparison of notes by the merchants that their business had increased over the business of former years during the six weeks in which the stores remained closed in the evening and that more business was being done in the ten hours of work than in the fourteen and sixteen hours which they had put in under the old regime. These facts will induce the merchants to keep on in the new way. It gives them five evenings each week at home with their families, which they all appreciate.

Manufacturing Matters.

Kalamazoo—The Parent Cigar Co. has arranged to double the capacity of its factory.

Holland—Edward Visscher has purchased the stock of the C. Blom, Jr., Candy Co.

Lansing—C. H. Beardsley, formerly of Mt. Clemens, has opened a jewelry store here.

Brookfield—C. M. Powers & Co. will open a branch store at Charlesworth about August 1.

Mt. Clemens—The Moxon Linament Co. has increased its capital stock from \$30,000 to \$40,000.

Detroit—The Detroit Leather Specialty Co. has increased its capital stock from \$50,000 to \$75,000.

Monroe—The Monroe Binder Board Co. has increased its capital stock from \$75,000 to \$105,000.

Detroit—The Detroit Window and Stained Glass Co. has decreased its capital stock from \$35,000 to \$15,000.

Adrian—The Gibford Manufacturing Co., maker of razor strops, has increased its capital stock from \$6,000 to \$50,000.

New Swazy—Leo Verville, formerly of Gwinn, has engaged in the grocery and meat business here under the style of Leo Verville & Co.

Garnet—The Hudson Lumber Co. is putting in a spur to the Soo line, west of Gilchrist, to get out a large quantity of hemlock timber and bark.

Detroit—The Valpey Shoe Co., Ltd., has increased its capital stock from \$40,000 to \$50,000 and changed its name to the Lindke Shoe Co., Ltd.

Munising—The Business Men's Association is endeavoring to interest Chicago capitalists in the establishment of a furniture factory at this place.

Hancock—The Fennia Manufacturing Co. has been organized to manufacture and sell furniture. The capital stock is \$50,000, one-half subscribed and \$5,000 paid in in cash.

Marquette—The Marquette Tent & Awning Co. has dissolved partnership and the business will be continued by Mr. Martinelli, who has purchased the interest of his partner.

Mendon—F. E. Kelsey has sold his grain elevator to the Morris Kent Co., of Kalamazoo, who will continue the business at the same location under the management of E. C. Rishel.

Detroit—The Steely Auto Engine Co. has been incorporated with an authorized capital stock of \$150,000,

of which \$75,000 has been subscribed, \$500 being paid in in cash and \$49,500 in property.

West Branch—The Batchelor Timber Co., of Saginaw, is erecting an addition to its planing mill at this place. The company, it is reported, will manufacture heading in connection with lumber.

Alma—The Alma Board of Trade has raised \$50,000 to secure the location here of the Miller Saw Trimmer Co., of Milwaukee. It is expected that more than twenty-five hands will be employed.

Ionia—The Stafford Manufacturing Co. is having plans prepared for an addition to its plant, which will increase the floor space 26,000 feet. When the building is completed the force will be increased by 100.

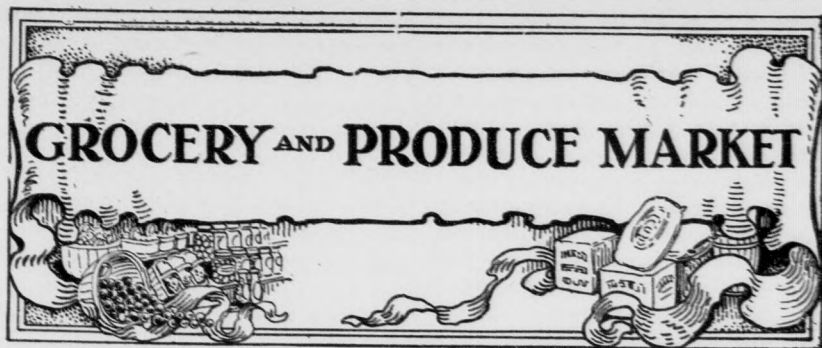
Zeeland—The Zeeland Ornamental Co. has been organized to manufacture and sell caskets. The capital stock is \$5,000, of which \$2,900 has been subscribed, \$1,000 being paid in in cash and \$1,200 in property.

Detroit—The H. J. Reading Truck Co. has been merged into a stock company under the style of the Reading Truck Co., with an authorized capital stock of \$100,000, of which \$75,000 has been subscribed, \$1,937.83 being paid in in cash and \$73,062.17 in property.

Menominee—The water in the Menominee River is so low that the main drive has been hung up for some time and it is impossible to forecast when it will be released. It will take a great deal of rain to restore the river to its normal condition. The delay in receiving logs is a serious inconvenience to all of the Twin City mills.

Cassopolis—The deal which has been pending for so long a time for the sale of the Milling & Power Co.'s plant to the Constantine Hydraulic Co. has been closed and the money paid over, the new owners taking possession of the plant. The deal includes the flouring mill, the coal business, the lighting system and the contracts for pumping water and lighting streets for this village. P. D. Resenhouse, of Three Rivers, is now here as the local manager for the Constantine Hydraulic Co. and the latter will establish a down town office in the drug store of Hopkins & Hackney. The work of constructing a transmission line for bringing power from the power plant at the Constantine dam to this place is already under way, the construction work having been commenced at the Constantine end of the line, and it is estimated that the work will not be completed before early in October. The line will run from Constantine to Fabius, and from there along the north side of the Michigan Central tracks to Cassopolis, the Hydraulic Co. having bought the right of way from farmers for the entire distance. This brings the line through the villages of Vandalia and Jones, which may afford the company additional opportunities for the sale of power and light.

Some men think they are almost good because they are afraid to be very bad.



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 barely steady at the recent decline of 1c per pound. The consumptive demand is more active for all grades. The speculative demand is not showing the right tone and there is a slight surplus of all grades. The make of butter is about normal for the season and the quality of the receipts is very good. A continued good demand is looked for at possibly slightly reduced prices. Local handlers quote creamery at 28c for tubs and 28½c for prints; dairy ranges from 16@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—Arizona stock commands \$5 for 54s and \$7 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—40c per doz. for No. 1 and 25c for No. 2.

Currants—\$1.65 per 16 qt. crate.

Eggs—Fancy are very firm at unchanged prices. The intense heat has affected the receipts and the larger percentage show defects and have to be sold at concessions. The consumptive demand is only fair and the speculative demand is poor, owing to the poor quality of eggs. No falling off in receipts is expected in the near future, and the market seems likely to remain steady. Local dealers are paying 16c f. o. b. shipping point, holding candled at 19@20c.

Green Peas—\$1.50 per bu. Very scarce.

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, \$7.25@8; Californias, \$8@8.25 per box.

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

Onions—Spanish, \$1.75 per crate; Louisville, \$1.75 per sack; home grown green, 15c per doz. bunches.

Oranges—Late Valencias are quoted as follows: 96s and 288s, \$4.25; 126s and 250s, \$4.50; 150s, \$4.75; 176s, 200s and 216s, \$5.

Peaches—Georgia Elbertas command \$1.75 for 6 basket crate.

Pieplant—75c for 40 lb. box.

Pineapples—Local dealers ask \$4 for 24s and 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 75c per 4 basket crate.

Veal—Dealers pay 5@6c for poor and thin; 6@7c for fair to good; 8@9c for good white kidney; 10c for fancy.

Wax Beans—\$2.50 per bu.

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

Wortleberries—\$2@2.25 per 16 qt. crate.

The Daniel Lynch Business in New Hands.

Daniel Lynch has sold his interest in the business he has conducted for the past twenty-five years to a corporation which will conduct the business under the style of the Daniel Lynch Co. The capital stock is \$30,000, one-half preferred and one-half common. There are ninety stockholders, who have subscribed for \$11,000 preferred and \$10,000 common. The Directors are C. H. Kahler, H. J. Hagen, Howard A. Brink, F. J. Reilly, P. Hoek, E. F. Porter, F. Van Buren and W. H. Parish. All of the Directors are Grand Rapids men except Mr. Parish, who resides in Cadillac. The officers are as follows:

President—C. H. Kahler.

Vice-President—H. J. Hagen.

Secretary—Howard A. Brink.

Treasurer—F. J. Reilly.

The corporation will have two salesmen—David Hydorn in the city and Chester Youngs outside.

Zeeland—Heber Benjamin has secured a position as window trimmer at the store of P. Steketee & Son, at Grand Rapids, and began his duties last week.

It takes more than public generosity to correct private greed.

The outcome of ingrowing piety is pain for every one.

The Grocery Market.

Sugar—The market is in a chaotic condition owing to the strikes in some of the refineries in the East.

Tea—There is a gradual improvement in the situation and movements of stocks are more active. New crop Japans are showing up fine in leaf and cup quality and buyers are more active and willing to pay the prices asked, as the advances seem to be legitimate and the firmness and strength seemingly are permanent. The Ceylon shipments to America show a decrease for May over last year of about 700,000 pounds. Congous are firm and the stocks in this country are reduced so that there is very little surplus. New crop Chinas are not expected until the last of August.

Coffee—Prices are holding very firm on all desirable grades or old Santos that are left. The first shipments of new Santos coffees are not expected to arrive until the latter part of July. The 1910-11 crop of Santos is reported to be much less than the year just passed. Mild grade coffees are without change and the demand is just fair.

Canned Goods—The demand for tomatoes continues very good for the time of year, as the supply of vegetables has been very light. There is more activity shown in the pea market than for some time past and reports continue to state that the crop will be the smallest in years, which was caused by the hot dry weather in many of the pea packing localities. Corn is holding very firm after the advance of last week and stocks are gradually growing smaller. The demand is very good from the retail trade as well as in retail stores. The demand for canned fruits has been very good so far this season, but the fruit market at this time is well supplied with peaches and plums and this will make a slight reduction in the demand for canned fruits. From the present situation it looks as though this would be a good year for canned fruits, as the amount of home canned fruits will be much less than last year, or for several years. This is especially true about berries. California fruits are all much higher than at the opening of the season. Hawaiian pineapple has not advanced as yet, but some of the canners are well sold up on some sizes and an advance is looked for.

Dried Fruits—Apricots are quiet on the ruling basis, both spot and future. Raisins are very dull and weak. Currants are strong and in normal demand. Other dried fruits are dull and unchanged. Prunes are unchanged on spot and in light demand. Futures are still maintained on the former high basis and are in exceedingly light demand. Peaches are dull, both spot and future, and unchanged in price.

Cheese—The make is a little above normal and the quality is very fine. Cheese is in good consumptive demand considering the high price and the market is in a thoroughly healthy condition.

Rice—Stocks are said to be much smaller than some time ago. Prices have advanced some and are holding

quite firm. Advices from the Southern markets are about the same as last week; there is not much doing, but stocks are smaller than a year ago.

Starch — Both Muzzy and Best brands have advanced 5c per 100 lbs.

Syrup and Molasses—Glucose was advanced 5 points. Compound syrup was advanced 5c per gallon and two scales. The cause was higher prices on corn. The demand for compound syrup is light. Sugar syrup is wanted at ruling prices, but for mixing rather than straight consumption. Molasses quiet and unchanged.

Provisions—The consumptive demand for smoked meats is not up to the average for the season, probably on account of the extremely high prices. Stocks are ample and if any change occurs it will probably be a slight decline. Pure lard is barely steady on the present market basis and a slight decline may occur at any time. The consumptive demand is only fair. Owing to the high price of cotton seed oil compound lard is unchanged, although the demand is very light. Dried beef is in fair demand and unchanged. Barrel pork is unchanged and firm. Canned meats are dull and unchanged.

Fish—Advices from Gloucester are to the effect that the fishermen are getting very much discouraged and are leaving the mackerel vessels and going out with the codfishers. What little lots are coming into Gloucester are running big fish and very high prices are being paid, about \$8 per barrel more than at the same time last year, and even then prices were considered high. Indications are that codfish will not open as low this season as it did last, but as no one is interested yet in future purchases of codfish it is difficult to predict this market. There has been more or less codfish selling all summer, more than usual, but only from spot stock, for on account of the pure food law which does not permit the use of preservatives, buyers are only buying very small lots. Salmon, both spot and future, is unchanged and in fair demand. Domestic sardines are firm and unchanged; imported are quiet and easy. The mackerel market is firm; prices are advancing all along the line. Norway fours are all cleaned up and 3's are beginning to get very scarce. Prices have advanced on both of these sizes more than \$3 per barrel since March. Fours are not to be had at any price and it now looks that in less than three weeks 3's would be in the same position. The spring fishing on our own shores and in Norway was a complete failure.

Battle Creek—The Taylor Steam Specialty Co. has been organized to manufacture and sell steam pumps. The capital stock is \$20,000, one-half of which has been subscribed and paid in in property.

If faces are tickets to heaven it is going to take some saints a long time to arrive.

Almost any kind of iniquity will hide under the alias of conscientiousness.

INDIANA ITEMS.

Business News From the Hoosier State.

Elkhart—The Goldman drug stock at 429 South Main street, which had been thrown in receivership on application of one of the firm—Mrs. F. I. Goldman—has been sold by Receiver W. D. Dalton to John N. Modaff, of Aurora, Ill. The purchase price was \$1,657, which is a little above two-thirds of the appraised value of the stock.

Auburn—O. L. Baker will open a grocery store in the building formerly occupied by the "Hub."

South Bend—Edward H. Heiner has sold his meat market to O. L. Marford.

Sullivan—Ruddell & Burnette, grocers, have made an assignment.

Martinsville—Wm. J. Steele is succeeded by the Deming Lumber Co., which has been incorporated with a capital stock of \$15,000.

Elkhart—Chas. H. Kollar has merged his grocery stock into a stock company under the style of the Kollar Grocery Co. The capital stock is \$10,000.

Kokomo—The Miller Medicine Co. has been incorporated with a capital stock of \$10,000.

Marion—T. H. Kunkel & Co., clothiers, have made an assignment.

Elkhart—Henry N. Jenner has engaged in the drug business.

Bluffton—Albert E. Gunier has sold his meat market to Gilbert Earling.

Crawfordsville—Johnson Glore has engaged in the grocery business.

Crawfordsville—H. E. Zuck has sold his dry goods and grocery stock to Darnell Bros.

Richmond—W. H. Wooley has purchased the business of Friedgen & Co., tailors and dealers in men's furnishings at 918 Main street.

Kendallville—W. M. Craven has opened a grocery store at 235 Sheridan street.

Middlebury—Joseph Boyts, of Goshen, has purchased the W. S. Packer general stock here and will take active charge at once. Mr. Packer is one of the best known residents in this place. He will probably remove his family to Elkhart or Goshen.

Columbia City—Will Clapp, of Albion, has purchased the H. F. Warren interests in the Helfrich & Warren furniture store in this city and becomes actively identified with the business.

Avilla—A. C. Shambaugh is now sole owner of the Avilla meat market, having purchased the half interest of Knauer & Son. Mr. Shambaugh bought the first half of the business several months ago.

Ft. Wayne—The Fort Wayne Mercantile Accident Association is just now passing through a period of prosperity that is almost marvelous. This organization, piloted wholly by home men, is now in the sixteenth year of its existence and each year is growing more rapidly than the year previous. At the last meeting of the directors twenty-five new members were accepted and other applications are on file.

Indianapolis—Decisive steps have been taken by the State Board of Pharmacy to put a stop to the somewhat extensive violation among the druggists of the State of the law regulating the sale of narcotic drugs and intoxicating liquors without a prescription from a reputable physician. A committee whose membership represents the State Board, the Indiana Pharmaceutical Association and the pharmaceutical colleges of the State, has been named to draft a bill giving the State Board power over the licenses of the pharmacists of the State similar to that held by the State Board of Medical Examination and Registration over the licenses of physicians. The membership of the Committee has not been announced. The Committee will draft its proposed measure and lay it before Governor Marshall before having it introduced in the General Assembly.

Hammond—The Calumet Hay Storage Co. has been incorporated for \$10,000.

Lawrenceburg—John Stahl has sold his clothing stock to W. H. Rodgers.

Mishawaka—Chas. Tennant is succeeded in the restaurant business by R. Worthington.

Monroe City—Joseph Goldberg has engaged in the furniture business.

Ft. Wayne—Ed. Rosenberger has resigned his position at the Freiburger Hardware Co. and accepted one with the Seavey Co. He has had years of experience in the business and makes a very valuable addition to the Seavey force.

Indianapolis—The death of Hiram P. Wasson, President of H. P. Wasson & Co., marks the passing of a successful business man, who had bridged the gap from chore boy to the head of one of the largest department stores in the State. Mr. Wasson's sudden death was a shock to the business community of this city as well as to his close personal and business associates. He was 65 years old. Beginning his business career here when he was 16 years old, Mr. Wasson rounded out a successful life that was fraught with hardships for the first few years. Sleeping on a mattress spread upon the counter in the old Bee Hive dry goods store, Washington and Meridian streets, where he was employed as a boy to sweep, carry bundles and run errands, Mr. Wasson obtained his first start toward the head of one of the largest mercantile establishments in Indiana. His biographers assert that sleeping in the store was one of his thrifty habits to save room rent after his arrival here from his birthplace in Maryland. While working as a boy for L. H. Tyler & Co., owners of the Bee Hive establishment, Mr. Wasson found time occasionally to give attention to customers and before he went to the "shuck" mattress on the counter he studied book-keeping. His only tutor was a treatise on book-keeping, containing some of the rudiments of the subject, but the man in charge of the books at the Bee Hive gave the ambitious young man some suggestions. This mode of life continued for two years and then he was

given a place as the store's book-keeper. After he had labored over the books in the store for a year Mr. Wasson became restless and was anxious to identify himself with the actual mercantile business. He asked for and received a transfer to one of the department as its sales manager. From that time his rise in the mercantile business was steady. He filled every position in the store and in 1874 he became a member of the firm. In 1880 the firm moved from Indianapolis to Louisville and after remaining there for three years Mr. Wasson returned to this city, having sold his interests to his partners. Upon his return he founded the H. P. Wasson & Co. establishment. During the first years of its existence the store was located at 12-14 West Washington street, but the trade gradually increased until now it occupies the entire five-story building, with an annex on the west and a warehouse in the rear. Two years ago Mr. Wasson established a State bank under the name of the H. P. Wasson Company State Bank. He was President of this institution also. In addition to his connection with the department store and the State bank Mr. Wasson was connected with a number of other business institutions in Indianapolis. He was a director of the Indiana National Bank, the Merchants' Heat and Light Co., the State Life Insurance Co. and the Bobbs-Merrill Co. He also was an active member of the Merchants' Association, the Commercial Club and the Board of Trade. From 1886 to 1891 Mr. Wasson was President of the McGillen Dry Goods Co., in Cleveland, having directed the affairs of that institution by making trips at intervals between that city and his home here.

Prohibiting the Sale of Spoiled Eggs.

Indianapolis, July 26—Following widespread complaint regarding the circulation of bad eggs and the wholesale violation of the egg clause of the State pure food and drug law, the State Board of Health has sent to the produce dealers in the city marked copies of the pamphlet containing the provisions prohibiting the sale of spoiled eggs and prescribing the penalties for violation of the law.

The act comes as a climax to a situation which has been growing worse daily as week after week of hot weather has increased the percentage of bad eggs in the market and the difficulty of keeping eggs fresh until they reach the consumer. Realizing the danger in which all those who dealt in produce were involved, should the State Board of Health start an aggressive campaign, a dealer in the city sent a request to the Board for accurate information on the egg law. The sending out of the pamphlets to the produce men is practically a warning which it is expected will be conveyed by these dealers to shippers of eggs all over the State.

The warning is, on the whole, a welcome one to produce men here who have had to contend with perhaps the worst condition in years in the egg market. Conservative esti-

mates of the number of actually rotten eggs in a case of thirty dozen ran all the way from one to six or seven dozen, while the number visibly and seriously affected by the hot weather often numbers over half the case. Under prevailing conditions the shipper openly and brazenly violates the law by selling these eggs and Indianapolis markets have in a way aided him to carry on his traffic by buying all eggs sent to the city and afterward candling them.

The action of the State Board will very probably result in the first place in widespread adoption of quoting prices for eggs on a loss-off basis. This means that no dealer will accept all the eggs that come from the shipper as they come, but will quote prices he is willing to pay for only good eggs. Before paying the shipper for his consignment he will candle the eggs or, better yet, require the eggs to be candled before shipment. The blame for any marketing whatsoever of bad eggs will thus be shifted back one step nearer the originally guilty "honest farmer," who takes eggs out of incubators and sells them to huckster or shipper in the small town.

The clause under which the State Board of Health can act in prosecuting those who sell bad eggs is an amendment adopted by the last Legislature to the pure food and drugs act passed in 1907. It reads: "It shall be unlawful for any person, firm or corporation to sell or offer for sale any eggs after the same have been placed in an incubator or to sell or offer for sale, knowingly, eggs in a rotten, decayed or decaying condition to be used for food." The penalty clause reads: "Any person, persons, firm or corporation found guilty of violating any of the provisions of this section shall be fined not less than \$10 nor more than \$100 for each offense."

That advantage will be taken of the warning of the Board by Indianapolis dealers is proved by the notice sent out by one of the largest buyers in the city giving the information that beginning next week he will buy only on the loss-off basis. This letter was prepared before the warning of the Board was sent out. In part it reads:

"We advise you to protect yourselves against loss by candling all eggs received from the producer. Under the rules of the State Board of Health it is unlawful to offer bad eggs for sale, and we believe this rule will be strictly enforced. The National pure food law also covers this point and many prosecutions have followed attempts to sell bad eggs to the consuming public. We advise you to post notices in your place of business, warning producers against offering bad eggs for sale. By co-operating we can eliminate this

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heavy loss and the producers will receive from two to three cents a dozen more for their good eggs."

The final statement in this letter is proved by the fact that with general prices at present 13 to 14 cents a dozen for eggs as they come, those who buy nothing but candled eggs are paying as high as 17 cents.

For years the Indianapolis produce markets, dealers say, have been the laughing stock of produce men over the country. At no time in the twelve months can a shipper depend on getting practically the same price for his eggs at one house as at another. In fact, while attempts have been made by the newspapers to arrive at a market price that will reflect the conditions, they have succeeded only in chronicling the various elements in the situation with a range in price sometimes covering 4 cents. Five months ago at the beginning of the storage season the range in price in this city was from 18 to 22 cents, more than the difference between any two cities in the country, no matter how far apart.

Several dealers when asked as to the effect of establishing buying on a loss-off basis said that not only would the guilt of selling bad eggs be pushed back one step nearer the original violator of the law, but the Indianapolis market would be able to come to a better agreement of what eggs are really worth at a given time. For as long as eggs are bought "at mark"—as they come, cracks, rotten ones and all—there will be a difference of opinion as to what eggs are worth. Each dealer has his shippers on whom he depends for the bulk of his supply. Eggs bought at mark from one shipper may average a high rate of good eggs, while those from another may include, as at present, very few first-class specimens. With these "undesirable egg citizens" eliminated the market could find a genuine and uniform level.

The Butcher Obligated.

When the man, wearing a heavy winter overcoat, a fur cap and fur-trimmed gloves entered the street car on a roasting hot day it was only natural that the passengers should stare. It was only natural that they should wonder and look for some explanation. One was forthcoming. Presently the man rose up and said: "Ladies and gentleman, I am not Dr. Cook, nor Peary, nor Shackleton. I am Jones. During the hot wave last month I found myself melting. I entered a butcher shop and said to the man of meat:

"Sir, will you oblige me?"

"I will," he replied.

"I'll do it."

"And the obliging man did. I was taken out as hard as iron. Two men rubbed me for a day. They poured two gallons of whisky down me. They kept me in front of a roasting fire. I have thawed out enough to get around, but the doctors say it will be January before I get over the shivers. Ladies and gentlemen, this is all—all, except that I hope no one will ask me if I wouldn't like a dish of ice cream or an iced cocktail."

Annual Outing of Indiana Traveling Salesmen.

Indianapolis, July 26 — Another enthusiastic meeting to arrange for the big joint picnic by the traveling men of Indiana, to be held at Broad Ripple August 13, was held Saturday night at the Denison Hotel. The various committees appointed at the previous meeting reported and showed that the work so far has progressed so successfully as to overshadow all expectations.

The big share of the work seems to fall to the Entertainment Committee. The travelers look to this Committee especially, as they do not wish to plan anything that does not contain "fun to the brim." While the amusement programme contains many of the features common to most outings, the travelers have inserted ideas of their own and expect to set a new record in the way of laugh and smile getting.

The travelers expect large delegations from every city and town in the State, and to attract these the Committee has arranged a big circus, replete with monstrosities, gilded cages and animals of all kinds. There will be big tents, loud criers, bill posters, free attractions and real circus music.

As the Committee could not fully arrange plans at the last meeting, another session will be held next Saturday night, when more surprises in the way of amusement will be taken up. The Committee gave out the following programme Saturday night as a starter: Boys' sack race, girls' running race, ladies' ball throwing contest, men's three-legged race, boys' running race, girls' jumping contest, ladies' potato race, men's "aunty" foot ball game, boys' running broad jump, girls' base ball batting contest, ladies' egg race, men's hop, step and jump, men's tug of war, men's bait-casting contest, goose swimming contest and gold ring hunt.

Valuable prizes will be awarded in each of the contests. The last number on the programme likely will be of greatest interest, as a valuable gold ring will be concealed somewhere in the woods and will be given to whoever finds it.

Arrangements are being made for handling the large crowds from other cities. The officials of the Indiana Union Traction Co. have promised to arrange for special cars from several cities as well as reduced rates. Anderson is expected to send at least 150 persons and Vincennes promised Charles H. Cox a round dozen families. Frankfort, Lafayette, Kokomo, Elwood, Marion, Muncie, Terre Haute, Richmond, Logansport, Ft. Wayne, Columbus, Bloomington and many other towns have heard the call and replied that both travelers and lunch baskets will be forthcoming.

Music will be furnished afternoon and evening by the Indianapolis Military Band, and an orchestra will be engaged for dancing. Other entertainers, elocutionists and musicians of State-wide reputation will take part in the programme.

The greatest concern centers around the eating. Travelers are urg-

ed to bring lunch baskets and to pack them to the brim. Bachelors and others, it was said at the meeting, can get good accommodations at the park restaurants, the proprietors of which will be notified to provide for many hundred meals.

It was reported at the meeting that travelers throughout the State are talking incessantly about the picnic, which is regarded as the greatest annual event in traveling circles. Many hundred families will be brought together for a whole day's merriment, and secretaries of the various councils testify that many enquiries concerning the time, the place and the fun have been coming in every day.

The Committee on Press and Printing reported unexpected results from a week's advertising. The campaigning will go on until the day of the picnic, so that every little hamlet in the State will be informed of the coming festivities. The Committee has had cards printed which will be circulated widely and bear this announcement:

"Boost and root with us. Broad Ripple Park August 13. Travelers' joint picnic. All travelers and their families. All day. Come early and stay late."

Tags will be tied to every traveler's sample case and announcements will be made in hotels and stations as well as in all interurban cars entering Indianapolis. Three thousand small tags have been printed.

How the "Big Contract" Was Won.

The contract for furnishing the exterior granite work for the new Wisconsin State Capitol is the largest of its kind in the history of the cut stone industry in this country, and its award came as a result of a long battle in which the arts of salesmanship and perseverance had full play.

About a year ago, when it was first announced that bids would be opened for the granite work for the new capitol, stone dealers throughout the country began to sit up and scheme. At the daily conference of the heads of departments of the company, one of the chiefs spoke up: "We must have that contract, and New England granite is the material in which we want it. Joe had better go out to Madison and look over the ground."

The next day "Joe" went. His full name is J. B. Reinhalter, and he is

the Western representative of the company.

His first telegram when he reached Madison was: "The Commission favors Georgia marble. Shall I fight?" The response came from the General Manager's office in Vermont: "Stay there until you win!" Six months went by and Reinhalter was still on the ground, meeting the Commissioners daily, and submitting samples and analyses and testimonials, and practicing all the arts of an experienced salesman. Finally he wired to the home office: "Commission leaves to-morrow for an investigation of the Eastern quarries. What shall I do?"

The answer came back: "Go with them! Stick to it until you win."

One month later the salesman wired for help, and the General Manager went to Madison. Another month dragged by. The Commission had opened the bids and then all-journed from time to time. One day it was decided to hold no more meetings for two weeks and the representatives of the other stone firms who were fighting for the contract promptly left for home.

That evening the late Senator Vilas, one of the Commission, came across two determined looking men sitting in the hotel lobby at Madison, waiting. He recognized them as the granite General Manager and salesman.

"Why, I thought you fellows would have left town three hours ago!" he said.

The Manager looked up. "Senator," he said, "when the company goes into a fight, it fights to a finish; and we're here until that contract is awarded."

Two weeks later the company won and the new Wisconsin State Capitol is now being erected of New England granite.

The sins that are proud of being little are worth a lot of pains to kill.

Explaining the commandments is a common way of evading them.

For Dealers in
HIDES AND PELTS
Look to
Crohon & Roden Co., Ltd., Tanners
37 S. Market St., Grand Rapids, Mich.
Ship us your Hides to be made into Robes
Prices Satisfactory

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

MICHIGAN TRADESMAN

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Corner Ionia and Louis Streets,
Grand Rapids, Mich.

Subscription Price.

Two dollars per year, payable in advance.

Five dollars for three years, payable in advance.

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No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

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Sample copies, 5 cents each.

Extra copies of current issues, 5 cents; of issues a month or more old, 10 cents; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

July 27, 1910

TOO MUCH GESTICULATION.

Said one who was forced to make a tedious retracing of his steps through inadequate directions: "Women are of little use in giving directions; they gesticulate too much." Whether or not the implication, as applied especially to the feminine side of the house, is deserved may be a subject for difference in opinion but certain it is that there is often a superfluity of gesticulating accompanied by very little practical information. "Just down here," with a fling of the arms, conveys not nearly so much meaning as "The four corners at the foot of the first hill."

We have all seen people who blustered about and made a great fuss about what they were going to do, and yet who did comparatively nothing. Your patronage will be built up much faster upon what you do than on what you announce that you are going to do. Any one can climb up to the topmost rail of the fence, flop their arms and crow, but it has taken a good many generations to evolve a first-class flight.

When planning for your advertising, be as generous as you can afford. Use all the space that you can make profitable. Do not contract a page for the purpose of saying, "Watch this space next week." In other words, "Watch me grow." No one cares to see you or any one else gesticulate. The chances are that by next week they will have forgotten all about your egotistical announcement, and the entire thing must be done anew. If you have anything to say, say it quietly and plainly. Let it be the truth, and something of interest to the public. Your gesticulations are of no interest to the people. They simply want you to make good; and while you may at first gain notice by a spread-eagle sweep of the wings, the true, steady and quiet flight is the one which holds the interest and respect.

STUDY PUBLIC NEEDS.

To be able to diagnose the public pulse is an important element in the success of the tradesman. It is not always the real worth of a thing

which counts so much as the present need. Even the aborigines were shrewd enough to detect the folly of the first settlers at Jamestown, who spent their time in digging for gold when they should have been planting corn. Had there been an immediate market for the metal, all might have been changed; but they could not barter it there for food, and food was the crying need at that time.

A. T. Stewart when a boy lost 87 cents, more than 50 per cent. of his entire capital, by investing in buttons and thread for which there was no sale. It taught him the needed lesson of never buying what the public did not want.

Do not think that you can make a reformation in public taste in a day. Your theories may be correct, but it will take time to inaugurate them. While you are convinced that the cheapest grade of goods costs more in the end, you will always have customers who feel themselves compelled to get along with the inferior makeshift. Though you may be certain that the auto and flying machine are destined to be the crafts of the next generation, you will not be so insane as to cut out your supply of carriages and harness. Keep at the head of the line of advance, but never suffer yourself to get so far in advance of the crowd that they will lose sight of you.

It is the little practical inventions which have made the fortunes for their promoters. Utility counts for more among the masses than beauty, although the latter should be recognized as far as possible. Study what your people need and then endeavor to supply it in the best form.

LEARNING TO WAIT.

The man who has shown his ability to rise above adversity may still be overthrown by some petty hindrance because he has never mastered the lesson of waiting. A slight personal inconvenience sets him into a rage—the subject of ridicule to those outside and most annoying to any directly concerned. We admire the one who pushes ahead; yet we never admire him who fumes and frets unless the world moves in just the pace to suit his convenience.

The trouble may often be traced to early training. Teach the child to move energetically; yet when it is necessary to wait let him also learn the lesson of doing it gracefully. An essential feature in the training of the colt is that it must learn to stand.

When waiting for a train teach the child to observe and to study his fellow travelers with a higher object than mere gossip. If he can render some small service, let it be done without expectation of any other reward than the satisfaction of doing good. If the waiting place is a country roadside by the trolley line, teach him to observe nature. The landscape, even although commonplace, is not without beauty, be it field woods or sky that is most attractive. The small plot of weeds at your feet may furnish a dozen or more specimens of plant life each leaf perfectly mould-

ed, every blossom and seed pod—weeds although we may call them—exquisitely formed. Instill the habit of observing little things and the time of waiting will be materially lessened. Using instead of abusing the time while you wait will add much to the stock of happiness. Teach regard for the convenience of others. Curb impatience by getting all possible enjoyment out of the delay. But teach by example as well as precept the art of waiting gracefully.

GERM FACTORIES.

Much has been said in the papers of late regarding the plan of Uncle Sam to establish a laundry for the purpose of renovating his currency. That money, especially paper money, is filthy can not be doubted. Yet few of us refuse to handle all that we are able to get our fingers on!

The danger in the lead pencil was years ago expatiated upon and yet we see to-day the habit of putting it into the mouth. And now the physicians would impress upon us the danger of using the public straps on street cars. While not every one will fancy carrying his own strap for use in traveling in a crowded car, he certainly should want to carry his individual drinking cup. The public cup, in park and school, is a nuisance which is so easily controlled that no self-respecting person need court the possible danger.

In the public telephone there seems a danger at least equally great. No one who has had occasion to use a receiver, even an hour after it has been used by a user of tobacco, has failed to observe the odor which still clings, imprisoned within the small compartment where no whiff of air can reach to remove it. Is it unreasonable to suppose that the germs of disease will not cling as persistently, to be dislodged only by the breath of the next speaker?

While a process of sterilization seems not as difficult as many things now regarded as public necessities, the only remedy for the public at present seems to be to use the public phone as little as possible; to wipe out the receiver with a handkerchief before using, and to stand as far from it when talking as can be done consistently with distinct speech. Since the breath is one of the greatest communicators of disease, a tube which retains it can certainly not be courted upon sanitary grounds.

SAVE THE TREES.

Cleveland is now sharing the alarm of some of her sister cities and unless some measure can be taken to save her maples, the "Forest City" fears soon to be shorn of one of her most attractive features. The leaves wither and die and, while local authorities have searched in vain for an insect or blight on the dying leaves, the State Botanists of Pennsylvania and Ohio unite in the opinion that the trouble is due to lack of water.

We too seldom take into account the fact that the pavement shuts off a portion of the moisture from the roots of the city trees. Drainage

pipes and other artificial conditions further increase the trouble, and city trees to thrive must have special attention in supplying moisture.

If it be true that the death of the maples in Cleveland and other cities is due to this cause, it is certainly high time that artificial means were provided for their preservation. While the difficulty seems to have first appeared with the maples, other species are, no doubt, being injured from the same cause. The comfort of the inhabitants of a town depends so much upon its shade that the subject is a serious one.

Superficial watering of trees, as of all plant life, is to be avoided as it entices the rootlets to the surface, where they become an easy prey to drought. When you water, do it thoroughly. Drenching the soil once a week is better than a little water every day. If there is a threatened famine of city water, save the waste from kitchen and laundry and apply. A fine specimen represents the growth of years; it will take years to replace it if you let it die. If a little labor now will prolong its life, by all means consider the time and trouble as well spent.

It is gratifying to Americans to know that the trade between the United States and Cuba is growing to such an extent that the present steamship lines can not accommodate it and that another is necessary. To supply the demand a new line has been organized and its first boat sailed from New York with a full cargo. It is not, however, especially gratifying to know that, though there is some American money in the company the ships will fly the British flag. The reason assigned is that it will be able to do business at nearly one-half the expense which would be entailed were American bottoms and seamen used. The stars and stripes will not ornament the ocean on a very extended merchant marine as long as that condition continues to exist. Doubtless the situation is correctly represented, because the same sort of thing has been said time and again and never contradicted.

J. Ogden Armour, the head of the big packing house of Armour & Co., says that the \$10 hog has passed, never to return. If the grain crop in the West is good, meat prices will decline. In any event the record prices of the last few months will disappear. He explains this by saying that our export trade in meat to European countries is dead. The South American countries, and particularly Argentina, are supplying those markets and will continue to do so. Conditions in South America, he says, are about what they were in this country a quarter of a century ago. The cost of transportation is but little if anything in excess of the charges from this country. It is true that the quality of the product is not quite so high as that of this country, but "it is food, and that is what Europe wants."

Side stepping duty will give you plenty of exercise, but no strength.

A BUSINESS ASSET.

Imagination as an Important Factor in Trade.

Written for the Tradesman.

"Science does not know its debt to imagination," said Emerson. And it may be said with equal truth that modern merchandising is just as much indebted to imagination as science.

One definition of imagination which I like runs somehow like this: The act or power of combining the products of knowledge in modified, new or ideal forms. Imagination is, then, a constructive process. Just as the furniture manufacturer, for instance, takes certain raw materials—quarter sawed oak, glue, stains, varnish, metal and leather—and builds out of it a Morris chair, a little different from anything in that line hitherto produced—a distinct creation, with serviceable and ornamental features; so does any successful merchant combine the well known elements of buying and selling into new forms, with the result that he actually creates a method of moving his merchandise more rapidly than it would have moved under ordinary circumstances.

After all the broad, general principles of successful selling are few and simple. Provide an adequate store, conveniently located; select your clientele, i. e., the class of trade you wish to cater to; buy advisedly such wares in your chosen line as will suit their requirements; advertise your service; be civil and square and perpetually on the job—isn't that about the sum and substance of the whole story? But note you variously these few simple rules and principles may be combined! The tone, atmosphere, personnel, attractive qualities and money-making capacities are things about stores and storekeepers which differ most radically. All of them buy goods as they need them. And they all sell (or aim to sell) at a profit. And most of them advertise more or less. And every one of them is out after new trade. But how differently they go at these tasks which all share in common!

One merchant differs from another principally in imagination. And we used to think imagination was a profitless thing under the sun! The dreamy, imaginative youth found scant praise for his efforts. The imaginative faculty was looked upon as being both impractical and undesirable. As a matter of fact, imagination is one of the noblest and most fruitful methods of mental energy. Ingenuity, inventiveness, efforts to modify, develop and create—all this is to be discouraged only when it attempts the absurd, the ridiculous and the obviously impossible. Lots of good mental energy has, of course, been squandered in the effort to accomplish the impossible; and, in some instances, to draw the line between the possible and the impossible is manifestly a difficult task. All great inventors have been laughed at more or less. All monumental inventions have had to contend against a world of scepticism and popular ridicule. And yet the fact remains that no genius has ever yet defied the laws of Nature. The task which he

set himself to accomplish may have been novel, but it was still practical.

Imagination occupies a place and performs a service at every single step in merchandising. When buying new goods the storekeeper uses his imagination in the selections he makes. Of a new print he asks himself such questions as these: "Is that really pretty? I wonder if it will go stale or if it will grow on one? Isn't a bit too flashy, or is it just about right? I wonder how Mrs. So-and-So would like that! I fancy she would, for she is fond of pink. Yes; I believe it really is a fetching thing." So imagination played a part in the buying. In his store furniture and fixtures; in the arrangement of the goods on the shelving, in the glass cases, behind the counter and wherever else the goods are kept imagination plays a part. And how truly does imagination work in the trimming of the display windows! Remove imagination and the results thereof from the window trimmer's art and he would be in the same boat with Othello.

Every advertisement the merchant writes has in it an element of imagination. What shall I say and what shall I leave unsaid? Imagination answers. How much newspaper space shall I occupy to-day, to-morrow, next week? Imagination determines. What would be a real new, spicy, snappy, attention-smiting thing to say in display type? It must be new and to the point; and if possible something that will grip the attention and make the reader go clean through the advertisement. Imagination dictates the phrase or sentence. By the subtle magic of imagination the dealer transforms himself into the prospective customer. He assumes an uninterested, detached mood—maybe incline to scepticism; he certainly is not in the market. "Now," says the dealer (who is per imagination now an indifferent personality in the consumer's shoes); "now say something that will make me sit up and take notice. Get my attention. I warn you before—and you've got to be as clever as thunder to do it. And then you've got to show me; for I am from Missouri, you know." And thus, by the aid of imagination, the dealer writes an advertisement for the newspaper.

Just because the merchant has set himself a new task he must think up new means and devices for the accomplishment of that task. In other words he must fall back on imagination. He strives for results hitherto unaccomplished. He wants more trade. There are some good people in the community whose business is worth while. How can he swing them into line? How can he exploit his wares, develop his territory, make a larger profit this year than he did last, by so much as this year's business exceeds last? In answering these questions and working out these problems imagination is his friend and guide.

Practical Judgment the Balance-Wheel.

But imagination must not run riot. The aims and methods of the imaginative faculty must be submitted to

the practical judgment. Money-making projects often look tempting. Advertising stunts of a spectacular nature present themselves. Schemes and devices for business-building come to the dealer through the avenue of the imagination. But it is well enough to scrutinize them carefully. And here is where the practical judgment comes in. This plan is not apt to work well because another plan very similar to it has been thoroughly tried out and found wanting. The advertising project contemplated might, conceivably, bring in new business—but not enough new business to justify the expense. And every merchant must be the final judge in such a matter. He decides against this and in favor of that in the light of his best critical judgment.

So the practical judgment oftentimes modifies the idea suggested by imagination. It reduces it, moulds it into practical form. But the idea, the kernel of the thought, the scheme in its incipiency, may have come in the twinkling of an eye through he imagination. The most delicate and difficult task the dealer has to perform is to discriminate between the practical and the impractical. In many cases the matter can be settled in the light of past experience. Somebody connected with the store gets an idea. It seems so good he suggests it to the "boss." Now the "boss" once had an inspirational mood wherein that same idea struck him. He tried it out. It wouldn't work because of certain good and sufficient reasons, the discovery of which cost him fifty dollars or five hundred dollars. Very good. He will not make the same mistake twice. It's no disgrace to make a mistake; but it's droll to make the same mistake over and over again. Sometimes one can use to good advantage the experiences of other people elsewhere in passing critical judgment on the prospective schemes. They have worked well in other places. In a town of a certain size, consisting of such and such classes of people, at such seasons of the year, etc.—all these conditions are duly considered. In the trade publications (the logical clearing-houses of imagination's most recent creations), the whole scheme has been discussed; all phases of it duly set forth.

Man was given memory that he might retain impressions of past experiences and so be able to accumulate knowledge. But accumulated knowledge gives the critical faculties tools to work with. Therefore the practical judgment needs light, knowledge, accumulated experience—either one's own or the experiences of other people who have volunteered trustworthy testimony. And it is for this reason that a good trade paper is absolutely indispensable to the man who wants to keep alert in this age of progressive merchandising. It would be a simple matter to sell goods successfully most anywhere if the other fellow didn't have that exasperating faculty of incubating new ideas, of projecting novel trade-winning plans, of surging out of the old-time ruts. But he has

just that incurable penchant. It all grows out of that imagination of his, which positively will not cease its everlasting activity. Because he is incubating new ideas you've got to start something on your own account. You don't want to ape every good thing your nearby competitor does. That is flattery. So you try to think out, incubate, or evolve something of your own. And your trade paper is indispensable because it puts your imaginative faculties on their mettle.

When Is a Scheme Successful?

This question may sound a bit droll. But wait. Some dealer, say Bill Smith, the druggist, invents a new summer beverage. You know Smith's soda fountain business is the real feature of his store during the summer months. The prescription business isn't much. He sells a sizeable quantity of cigars and sundry toilet articles from time to time; but his main standby in July and August is the soda fountain. And Smith, let us imagine, has a dandy fountain and caters to a very select and profitable patronage.

Smith isn't satisfied with his usual sundaes and phosphates and soda water. He longs for something different. His imagination gets busy. By and by he has it. He calls it something that sounds cooling and tempting and all that, and then he gets busy advertising this new drink. And the trade takes to it fine. Smith does a wonderful business with the new drink. And then Smith begins to think of a larger store, more clerks—by and by a line of stores; trips abroad, automobiles, and all that.

And now while this trade is at its highest Smith bethinks him to figure out just how much he is making on each glass of this new and popular beverage that his popular young clerk is selling so copiously. He gets busy with his pencil and pad. To begin with there's one new, fresh egg in each drink. Then there are some heavy fruit syrups. And to his surprise he finds that each drink has ingredients in it to the cost of six cents, while he is spending approximately 2½ cents per drink advertising this leader. That makes 8½ cents per glass. But Smith is only getting 10 cents a glass for this beverage; and the soda water, sundaes, lemonade and phosphate trade—all of which showed a good line of profits—has practically given way to this new and profitless fad-drink. Smith thought he was making money; but he wasn't. He was hardly breaking even.

Any scheme is successful only in so far as it shows actual profits. Patronage comes too high if it must be had at the cost of legitimate profits. There are many dealers, doubtless, who are manipulating schemes which they think are successful. If they were to analyze some of these schemes—scrutinize them in the light of the practical judgment—not a few of them would be found wanting.

Chas. L. Garrison.

When your religion is an umbrella laid up for a rainy day the weather is apt to be deceitful.



Summer Styles Lack the Customary Laws of Harmony.

There is something missing in the details that make up the styles of men's summer clothing this season, a something that has an important bearing upon a man's general appearance—harmony of colors. Conservatism has been propounded from all directions and upon various occasions, but predictions, no matter from what source, that the present season would be one of conservative styles, have all gone amiss, if we may take as conclusive evidence a review of men as they were dressed at one of America's leading seashore resorts during the holidays.

This condition of affairs may be accounted for in one of two ways—that there is a general misconception of, or a partial disregard for, the established laws of harmony. One might say there are no set rules as to what a man shall wear or how he shall wear it, and that each is privileged to display his own individual taste. All of which is virtually true, but there must be taken into consideration the fact that to harmonize colors enhances a man's appearance, and a careless mixture without due regard for the correspondence of tones eliminates him from that enviable class—properly dressed men. Perhaps, though, men now have a desire to carry out their own ideas, their personal notions—good or bad, as may be—and thus the result—a mixture of a little bit of everything and an abundance of nothing in particular.

The real color scheme seems to have been lost this summer and an unmatching variety has apparently taken its place, according to impressions made by the holiday populace of Atlantic City, where all manner of men, from the wealthiest to those of very moderate means, assemble to spend the hot months. It is perfectly natural that brilliant colors should predominate in summer furnishings, but there is no special reason why even then care and taste should not be used.

Attracted to the seashore by the cool breezes, the delightful surf bathing, the flight of airships and the gay night life of the resort, Atlantic City seems to be the spot everyone has selected for his holidays' pleasure this season, not to speak of the thousands who annually makes this their summer home; and on the boardwalk and beach about 200,000 people gather to seek relief from the sweltering heat of the big cities, all wearing summer clothing of one description or another.

In view of all the different reports that have been published recently as to what kind of clothing has been sold and what sort of furnishings have been demanded for hot weather wear, it seems that no better confirmation could be obtained than from actual observations at a

place of this character, for "seeing is believing," and what is plainly visible to the eye can not easily be contradicted by the mind.

As the summers roll by year after year the popularity of this wonderful place seems to expand in all directions and the influx of summer visitors becomes greater and greater. It has been stated, however, upon a well-founded basis, that within late years Atlantic City has attracted people of moderate means in slightly larger proportions than the wealthy, but be that as it may, it still remains America's official summer resort, and nowhere else in the country is there displayed such an array of clothing as may be seen around the beach front almost any day of summer, and especially on a holiday like Independence Day, when people flock to the seashore in preference to any place else. By this time, too, the wealthy people who patronize the big fashionable hotels have located, and are enjoying the delightful surroundings of the life here.

There are many permanent attractions at this pretty ocean town, things that appeal to the fastidious and the carefree, something to satisfy every desire; for here care and worry were never known, and all is turned to jollity, happiness and comfort—not sought for apparently, but afloat in the air and imbibed in the soul. One of the principal attractions during the recent holiday was the flight of the airships along the beach and over the ocean, in which two noted aviators participated successfully, flying several miles out at sea, then returning and dashing up and down over the breakers. This feature, with perfect weather and excellent bathing, drew one of the biggest Fourth of July crowds in the epoch of Atlantic City's history.

There is not much life on the boardwalk in the morning before 8 o'clock, because early risers are exceptionally few here. And why should it be otherwise, when there is nothing to deprive one of delightful morning sleep, refreshed by the enchanting sea breeze that seems to find its way through one's window, regardless of the exposure? Night life in the big cafes does not cease until about 2 o'clock and often later, so that the retiring and rising hours are late. By 12 o'clock at night the big boardwalk is almost deserted, except for a few late strollers who prefer the open air to the thickly populated music halls and cafes which from that time on are usually filled to their utmost capacity. Here wine and song reign supreme, and it is here that a great many well-dressed men and women congregate; in fact, at this time of night it is the only place where many well-dressed men are found. All the big fashionable hotels have their own cafes and grill rooms, and there most of their guests are to be found about midnight.

The boardwalk promenade becomes active about 9 o'clock in the morning and continues until late at night, although from 11 until 1 a large part of the crowd is either on the beach or in the surf, that being the popular bathing hour. Between 5

and 6 in the afternoon nearly everybody is on the boardwalk, and the roller chairs are lined from the big Million-Dollar pier up toward the inlet for miles on each side of the great plank avenue, during a stroll or ride up which one would ordinarily see smart-looking clothes on every side.

It is the habit of the men to wear their dark suits in the morning and their light ones in the afternoon. Plain blue serges, blue with pin stripes, dark gray, dark brown and black were to be seen here and there among the morning crowds, while in the afternoon more light shades were in evidence among men who wore regular worsted or cheviot suits, in grays principally. The men who made the best appearance were those who were dressed in flannel suits or in flannel trousers and serge coats, but it was in this clothing that there were surprisingly few correctly attired men.

Perhaps a description of the clothes worn by one of the finest-looking men on the boardwalk will be interesting. It happened that he was a properly proportioned man, and that may have had something to do with the impression he made, because his clothes seemed to fit him as though they were molded upon his form. He wore a plain white flannel suit. There was nothing unusual about its style; the trousers hung in a natural way, being made with a cuff on the bottom, and the coat was single-breasted sack style with three buttons, and no fancy pockets or anything of that sort to spoil its appearance of neatness. His silk hose and four-in-hand tie were a delicate, although by no means brilliant, shade of green that seemed to be neither too dark nor too light; his soft silk shirt was a very light shade of green—almost white with a tinge of green mingled throughout, seems to describe it. From the breast pocket of his coat protruded two corners of a green handkerchief. Around the crown of his sennit straw hat was a band of dull deep green and around his waist was a leather belt of the same shade; all of which were matched in perfectly harmonizing tones, colors that were not conspicuously brilliant, but wonderfully neat. His low shoes were of spotless white or of the same shade as his trouser. A light flannel suit of clothes and furnishings of green are seldom seen together, but how nicely they become a man at a seashore resort where they seem delicately to blend with the natural surroundings can not be appreciably conceived from a mere description, so let it suffice to say that there were mighty few who made a stronger impression in the matter of dress than did this man.

Around the seashore resorts green is quite a popular color this season. Colors, though, are being so carelessly worn that it would be hard to say what is most in favor. It is no unusual thing to see a man dressed in what appear to be expensive clothes wearing stockings of a shade directly opposite to that of his shirt or tie, and often all three of these are in shades that have no connection

with each other so far as the laws of harmony are concerned. On one hand one would see a man wearing flannel trousers with tan shoes and stockings or with white shoes and black stockings, and on the other a young man in real summer outfit of serge and flannel wearing delicate pink hosiery and pale blue scarf, his whole make-up being spoiled by a complete disregard for the laws of harmony. It seems to be the desire of the younger men particularly to mingle colors and wear at one time as large a variety as they possibly can. This only has a tendency to make them conspicuous, and if that is what they strive for, they succeed, but the inevitable result is not that which comes to the man who dresses with all due regard for the unity of colors.

Silk hosiery, shirts and neckwear are in strong favor with smartly dressed men. Quite a good number of knitted and crocheted scarfs are to be seen; in fact, the quantity being worn during the hot weather is surprising, and it would be safe to say that at least 40 per cent. of the men at the seashore during the holidays wore this kind of tie. With a soft light-colored shirt and a flannel suit the knitted scarf looks just a bit heavy and a trifle less pleasing than the moderately narrow silk tie. There are about as many of one color as of another, narrow and wide, tubular and flowing end, with nothing particularly new in any design. The hot weather makes summer collars popular. Many men seem to have taken a liking to the soft-colored collars, but these are considered extremely negligee. Plain colors in men's shirts have taken the place of stripes for the summer season. Hosiery, too, is being worn in nothing but plain colors, but very few stripes or figures being noticeable.

Flannel suits and trousers must have sold fairly well prior to the holidays and they are considered the really proper things at the seashore, but the way some of them are being worn with single-breasted gray coats detracts from their expression of good taste. Most of the suits are made of plain flannel, but stripes prevail in the separate trousers that are worn with serge coats.

To sum up the situation from the retailers' standpoint, it can easily be

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

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

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

Made in Chicago by
BECKER, MAYER & CO.

seen that thus far this season there has been a demand for a little bit of everything and a run on no one thing in particular. Usually one style of clothing or furnishings stands out more popular than any other, but such is not the case this year, and every retailer, no matter what grade of goods he carries, must have had his share of business either in one department or another. This is truly a season of bright colors, and the conservatism so manifest in other summers is at this time nowhere in evidence.—Apparel Gazette.

Wetting Down in the Morning.

During the warm weather you should see that your sidewalk and windows are washed each morning. If possible, turn the hose on them and get all the dust and dirt out of the corners and crevices. Nothing freshens up a store front like a good wetting down and it will make things so much cooler that persons will certainly notice the difference between your store and the others. It's a little point, but nevertheless it is the little points that help make our successes.

Perhaps a little paint now and then won't hurt too much and some one of your clerks can do this job without interfering with his regular duties.

The man who will not pay his debts when he can deserves the fate such conduct entails when Fortune wheels away with scornful laughter out of his sight forever and a day.

How the Country Boy Comes To Town.

Written for the Tradesman.

Who buys green neckties?

The country boy.

Who laughs at them?

The city boy.

And who would starve to death if the country boy didn't buy them?

The city boy who sells them.

But the country boy does not always buy green neckties in spite of the fact that the burlesque article seen on the stage and in the comic papers always seems to be dressed in the most outlandish fashion in which the creator of the character can array him. Not at all.

With the advent of the interurban, the rural telephone, the rural free delivery and countless other modern innovations the country boy is coming into his own. With nearly all the advantages of his city cousin he is making rapid strides in the world of fashion, science and other modern progress.

Time was when the country boy was satisfied to go through life with a plaid patch on a pair of yellow trousers, half of a pair of suspenders attached to his trousers with a blanket pin or a nail, a straw hat that his "gran'ther" wore, a plug of tobacco and a fishpole.

Does he do it now?

Can an aeroplane swim?

The answer is the same in both cases.

The country boy has outgrown the period in which the biggest event of

his life was to put on an \$8 suit of clothes, hitch up the Democrat, drive down to the village and feed peanuts to a mangy elephant in a one ring circus. To-day the one ring circus doesn't make a hit with him. Neither does the \$8 suit nor the wormy peanuts.

To-day he hops on an interurban car, fills out his \$22.50 suit with pride, arrives at the city in fifteen minutes and hikes for the big, three ring show, where, from a \$1.50 reserved seat, he watches his city cousin, crowded between two portly gentlemen on the 50 cent end bleachers trying to get a glimpse of the middle ring.

And how is the city boy dressed?

He wears a light plaid suit that would resemble a piece of warped flypaper if the rain ever hit it. His necktie is of the brightest shade of red and yellow and his half hose is criss-crossed pink and green. Verily, the country boy wreaks a terrible revenge.

When the circus is over the city boy stops the country boy outside the tent and asks as to the prospects for a good oatmeal crop. There is ignorance for you.

The city boy may make the cash and spend it, but for making the cash and saving it who is the person who can stand the city lad on his ear and paint "23" on the bottom of his yellow Oxfords?

The country lad, of course.

Charles R. Angell.

Some Don'ts For Clerks.

Don't be afraid of a strict employer. You'll never learn from an easy one.

Don't overestimate your talents. Remember that competition is an accurate scale and may find them wanting.

Don't dream while you work. Work and dreams don't go together.

Don't act as if you knew everything and your customer knew nothing.

Don't be afraid of hard experiences; they make the best of teachers.

Don't stand at the store door because you have nothing else to do.

Don't send out unsightly packages.

Don't refuse to listen to common sense.

Don't be afraid to do little things willingly.

Don't forget that opportunity is a valuable part of your salary. You can get experience in no other way.

Don't always have a grudge against your employer. He has his faults. So have you. No one is without them.

Don't feel yourself better than your position, especially if you have an education.

Don't believe that promotions are due to favoritism rather than merit.

Don't stand at the door when you have nothing to do. It is particularly offensive to women passing by.

Don't remain unfamiliar with new goods.

Let well enough alone and there will be no progress.

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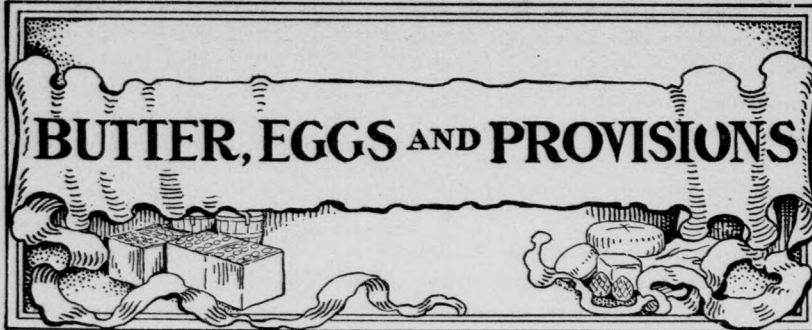
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Butter and Egg Conditions in New York.

I have watched with very keen interest the gradual expansion of the local made ladle butter business of this city, until it has largely secured the New York trade. It was not many years ago that we got a very large part of the factory or ladle butter from the West; and at one time very heavy business was reported. There are still some lots received, but they cost more than the city made lots and consequently a great deal of the bakers' trade, which are the largest users of factory, go to the city packings.

I spent a few hours one day last week investigating the matter more closely, and I discovered some interesting facts in connection with the industry. There are at present six concerns in the city who are equipped for making ladle butter. They have well arranged lofts with all necessary machinery and can fill orders for almost any quantity at comparatively short notice. The other day I learned of a local bakers' supply house placing an order for 1,000 tubs with each of two concerns, and it took a very little while to fill them. The capacity of the city plants is something over 1,000 tubs a day; indeed, I am told that 1,200 tubs could probably be turned out if the factories were pushed pretty hard.

The old time method of loading the butter with water, salt or other ingredients caused strong prejudice against these goods, but they are now guaranteed to contain less than 16 per cent. moisture, and to be free from anything that could be classed as adulterated under either our State or National laws. Most of the packers also agree to turn out quality to please the buyer. Practically all of this butter is packed in second hand tubs. This would be seriously against its sale on the open market, but the buyers who use it seem to care more for what is in the tub than they do in the appearance of the package. The style does not count for nearly as much in ladles as it does in table butter.

It has often been asked how the city packers can put up ladles to sell so much cheaper than the Western packings, and it is something of a conundrum at best. However, I think I am safe in saying that the finest Western goods are better than almost anything put up in the city plants. This may be due to better material in the Western product. Possibly the grading is closer, the best of the farmers' rolls being used for the finest ladles, and the balance either used for a second grade or

shipped in as packing stock. The larger part of the packing stock that comes to New York for ladle purposes is either from the South or Central West, although at times some fine lots are sent here from Michigan. Much of this butter arrives from points that are not so fully covered by the renovated factories, and this market seems to be the natural outlet for the goods.

A contemporary uses up a good deal of editorial space in a recent issue exhorting creamerymen against selling uncolored butter, even at big premiums, to oleo manufacturers using it in the making of "uncolored" yellow oleo. The opinion is expressed that any creameryman selling butter for this purpose favors the sale of oleo and is not entitled to membership in the National Creamery Buttermakers' Association. Be that as it may, the fact remains that no matter how general the refusal of our creameries to sell their output direct to oleo manufacturers they are powerless to prevent the unlimited purchase of such butter by the packers on the open markets. It is useless to attempt, simply by an endeavor to restrict the freedom of our creameries in the disposition of their product, to cut off the packers from a supply of uncolored yellow butter. What we need, and what we must have before we can prevent the manufacture and sale under the quarter-cent tax of yellow oleo which owes its color to butterfat, is a National law which clearly forces the payment of a ten-cent tax on all yellow oleo, or at least on all oleo in which butter enters as an ingredient, a tax it should apparently bear under our present adulterated butter law.

We have had a better movement of current receipts of eggs during the past week. Arrivals, while showing a marked shrinkage from the preceding week, have been quite liberal for the season, but there has been considerable waste due to the extreme heat lately prevailing at both producing and distributing points, and the relatively low prices ruling have tended to stimulate consumption. Comparatively few of the fresh arrivals have gone into storage and although we have not the figures at hand it is the general impression that the withdrawals by jobbers unable to find good enough quality in the receipts to satisfy their requirements have fully offset the amount going into storage. Since Sunday cooler weather through the country has favored the movement of stock to market with less loss of quality, and

while it is yet too early for the better weather conditions to have much influence on the average condition of current receipts, improvement is becoming apparent here and there, wherever extra precautions have been taken at collecting and shipping points to protect stock from the heat and move it promptly.

The continued conservatism of the cold storage houses in the matter of weather prevailing here made it necessary to move the bulk of the heated stock promptly and there was a strong pressure to sell right up to the close of business Saturday. Cheap buyers took hold well at the low figures it was necessary to name in order to attract trade to the liberal offerings of poor eggs and by the end of the week there was a fair clearance of stock although some receivers were forced to carry low grades over on their floors. Fine eggs have been scarce and in demand, for even closely graded and candled marks ordinarily of desirable quality have often been badly heated and forced to sell at low prices in competition with liberal offerings of ungraded goods. Up to the latter part of the week the bulk of the business in these ungraded or slightly assorted eggs was from 17c down to 14½c, and some even



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less, although anything showing better than average quality, with over 40 per cent. reasonably full, strong bodied eggs commanded 18c. Stock from all sections showed about the same irregularity of quality, and several cars of graded and candled goods were so poor that 18c could not be exceeded. The best of these graded and candled eggs sold from 19c up to 20½c last week, but such represented a small part of the receipts and few reached the latter figure, although occasional well known marks exceeded it. Since the first of the week the cooler weather and the somewhat improved quality of the receipts have strengthened the situation and there has been a tendency to ask a little better prices. The proportion of the current receipts which will pass technical inspection as extra firsts and firsts is, however, hardly sufficient as yet to warrant a close adherence to grade requirements in basing quotations, although the amount of these top grades is now gradually increasing in the receipts. To-day the best candled and graded Western move quite readily at 20@21c, a few marks higher, while ungraded or slightly assorted stock goes from 19c down to 15c, with a few very poor lower, and bulk of business between 16 and 18c. Fancy marks of dirties are beginning to sell a little better, but the bulk of the offerings are still unsalable above 10@12c, while poor are cleaning up at \$2@2.50 per case. Checks are still unsalable above 10c.—N. Y. Produce Review.

Egg Contest a Success.

A contest held in the Ahrens Department Store, at Sterling, Ill., a few weeks ago, when prizes were offered to the man who delivered the greatest number of eggs in a given time, reveals some interesting figures.

During the twenty-one days of the contest, in all, 3,500 dozens of eggs were delivered by owners of the hens in the vicinity of Sterling, and the winner of the \$10 gold piece delivered to the proprietors of the store 200 dozens of eggs in the allotted space of time. The next prize of \$5 went to a farmer who turned in ten eggs over 167 dozens as a contribution from his hennery during the twenty-one days.

Over 40,000 eggs from one community in three weeks' time is a lot of hen fruit.—Twin City Bulletin.

Coffee "Made in England."

The American opinion of coffee as understood in the English home is not high, and how the coffee of the English lodging houses is esteemed may be understood from the following traveler's tale: It was the first morning in London "apartments," and his landlady came up with the breakfast. As she set down his coffee cup she opened a slight conversation. "It looks like rain," she said. "It does," agreed the American, "but the odor has a faint suggestion of coffee."

The good in the guise of the bad becomes ally to the bad in the guise of the good.

Color of the Yolk and White.

The color of the yolk and white of the egg, and the effect of feed on the same, has been a contention among authorities for years. Frequently the yolk is pale, when it is generally desired to be a decided yellow. The yellow coloring matter has been studied in the laboratory of the North Carolina Experiment Station, and is related to the coloring matter also of animal origin, called lutein. The pale-yolked eggs are commonly considered inferior by housekeepers, as a given number impart to cake or custard less of the yellow color, which is looked upon as an indication of richness, than would eggs with a darker yolk.

The cause of pale yolks is not known with certainty, but as has been pointed out by Prof. W. P. Wheeler, of the New York State Experiment Station, the eggs laid by hens fed only certain grains and animal feeds generally have this characteristic, and adding to the ration a liberal amount of fresh or dried young clover, alfalfa, or grass, will, as a rule, insure the deeper yellow color which is desired. The effect of green feed on the color of the yolks is illustrated by a test at the New York State Experiment Station in which four lots of hens were fed alike except that no hay or green feed was given to one lot, while the other three lots had different amounts of clover hay alternating with green alfalfa. The depth of color of the yolk varied in the different lots and was directly proportional to the amount of clover and alfalfa fed.

It is, perhaps, possible that the coloring bodies or other materials containing iron, present in the green feed, have an effect upon the yellow coloring matter of egg yolk, but whatever the reason it seems from the New York work cited that the poultry raiser who desires eggs with deeply colored yolks can obtain them by feeding an abundance of such green materials as those indicated.

The egg white also varies somewhat in shade, having a more or less pronounced greenish cast before cooking and corresponding variations when cooked. That the color of the egg white varies more or less with different rations was noted in the New York experiments cited, but there was little uniformity in this respect. There is a belief that the cooked whites of eggs with shells of like tint will match in color and that the albumen of white-shelled eggs is decidedly whiter when cooked than that of eggs with tinted shells. Perhaps few of us carry our preference so far that we will refuse an egg on account of the color of the white, yet it is stated on good authority that in first-class hotels and restaurants, where great attention is paid to details, it has been found that the boiled eggs served must match in color. If when taken from the shell one is greenish white and the other clear white, the eggs are often objected to on the ground that one of them is not of the required standard of excellence.

A large number of analyses of eggs have been reported, but no differenc-

es have been noted in composition which correspond to variations in color, although it is not unlikely that there are some differences in flavor, and that the deep yellow yolks have a more pronounced flavor than the pale yolks. At any rate, as long as preferences for deep-colored yolks and clear whites exist, the poultry raiser who caters to a fancy market should take them into account.

When eggs are boiled it is often noted that the yolk where it joins the white shows a more or less pronounced greenish color. This is due to dark-colored compounds of sulphur and iron produced during the boiling.

Silver is very quickly turned black by air containing sulphur fumes. The blackening of silver forks and spoons, so commonly noted when they come in contact with eggs at table, is due to the action upon the silver of the small amount of hydrogen sulphide or other sulphur body liberated from the egg white when it is cooked.

Where "Beeswax" Is Mined.

In several parts of the world a resinous substance called ozocerite and bearing considerable resemblance to beeswax is found, usually in connection with rock salt and coal. There are deposits in Austria, Russia, Roumania, Egypt, Algeria, Canada and Mexico, but ozocerite has so far, it is said, not been discovered anywhere in sufficient quantities to pay for mining except in the district of Boryslav, in Austrian Galicia and on an island on the west coast of the Caspian Sea.

In mining this mineral wax shafts are sunk until a bed, or "nest," of ozocerite is struck. Then connecting galleries are driven. There is considerable danger and many lives have been lost in consequence of the sudden forcing up of the soft wax into the shafts by the enormous pressure to which it is subjected. It is used largely for manufacturing ceresin,

which is employed, together with beeswax, for making wax candles, as well as in the manufacture of phonographic cylinders and for many similar purposes.

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GETTING AROUSED.

Sudden Change Which Comes To the Successful Man.

"How's the boy gettin' on, Davis?" asked Farmer John Field, as he watched his son, Marshall, waiting upon a customer. "Well, John, you and I are old friends," replied Deacon Davis, as he took an apple from a barrel and handed it to Marshall's father as a peace offering; "we are old friends, and I don't want to hurt your feelin's; but I'm a blunt man and air goin' to tell you the truth. Marshall is a good, steady boy, all right, but he wouldn't make a merchant if he stayed in my store a thousand years. He weren't cut out for a merchant. Take him back to the farm, John, and teach him how to milk cows!"

If Marshall Field had remained as clerk in Deacon Davis' store in Pittsfield, Massachusetts, where he got his first position, he could never have become one of the world's merchant princes. But when he went to Chicago and saw the marvelous examples around him of poor boys who had won success, it aroused his ambition and fired him with the determination to be a great merchant himself. "If others can do such wonderful things," he asked himself, "why can not I?"

Of course, there was the making of a great merchant in Mr. Field from the start; but circumstances, an ambition-arousing environment, had a great deal to do with stimulating his latent energy and bringing out his reserve force. It is doubtful if he would have climbed so rapidly in any other place than Chicago. In 1856, when young Field went there, that marvelous city was just starting on its unparalleled career. It had then only about 85,000 inhabitants. A few years before it had been a mere Indian trading village. But the city grew by leaps and bounds and always exceeded the predictions of its most sanguine inhabitants. Success was in the air. Everybody felt that there were great possibilities there.

Many people seem to think that ambition is a quality born with us; that it is not susceptible to improvement; that it is something thrust upon us which will take care of itself. But it is a passion that responds very quickly to cultivation and it requires constant care and education, just as the faculty for music or art does, or it will atrophy.

If we do not try to realize our ambition, it will not keep sharp and defined. Our faculties become dull and soon lose their power if they are not exercised. How can we expect our ambition to remain fresh and vigorous through years of inactivity, indolence or indifference? If we keep letting opportunities slip by us without making any attempt to grasp them our inclination will grow duller and weaker.

"What I most need," as Emerson says, "is somebody to make me do what I can." To do what I can, that is my problem; not what a Napoleon or a Lincoln could do, but what I can do. It makes all the difference in the world to me whether I bring out

the best thing in me or the worst—whether I utilize 10, 15, 25 or 90 per cent. of my ability.

Everywhere we see people who have reached middle life or later without being aroused. They have developed only a small percentage of their success possibilities. They are still in a dreamy state. The best thing in them lies so deep that it has never been awakened. When we meet these people we feel conscious that they have a great deal of latent power that has never been exercised. Great possibilities of usefulness and of achievement are, all unconsciously, going to waste within them.

Not long ago there appeared in the newspapers an account of a girl who had reached the age of 15 years and yet had only attained the mental development of a small child. Only a few things interested her. She was dreamy, inactive and indifferent most of the time, until, one day, while listening to a hand organ on the street, she suddenly awakened to full consciousness. She came to herself; her faculties were aroused, and in a few days she leaped forward years in her development. Almost in a day she passed from childhood to budding womanhood. Most of us have an enormous amount of latent force slumbering within us, as it slumbered in this girl, which could do marvels if we could only awaken it.

The judge of the municipal court in a flourishing Western city, one of the most highly esteemed jurists in his State, was, in middle life an illiterate blacksmith before his latent power was aroused. He is now 58, the owner of the finest private library in his city with the reputation of being its best read man and one whose highest endeavor is to help his fellow man. What caused the revolution in his life? The hearing of a single lecture on the value of education. This was what stirred the slumbering power in him, awakened his ambition and set his feet in the path of self-development.

I have known several men who never realized their possibilities until they reached middle life. Then they were suddenly aroused, as if from a long sleep, by reading some inspiring, stimulating book, or by listening to a sermon or a lecture, or by meeting some friend—someone with high ideals—who understood, believed in and encouraged them.

It will make all the difference in the world to you whether you are with people who are watching for ability in you, people who believe in, encourage and praise you, or whether you are with those who are forever breaking your idols, blasting your hopes and throwing cold water on your aspirations.

The chief probation officer of the children's court in New York, in his report for 1905, says: "Removing a boy or girl from improper environment is the first step in his or her reclamation." The New York Society for the Prevention of Cruelty to Children, after thirty years of investigation of cases involving the social and moral welfare of over half a million of children, has also come to

the conclusion that environment is stronger than heredity.

Even the strongest of us are not beyond the reach of our environment. No matter how independent, strong-willed and determined our nature, we are constantly being modified by our surroundings. Take the best-born child, with the greatest inherited advantages, and let it be reared by savages and how many of its inherited tendencies would remain? If brought up from infancy in a barbarous, brutal atmosphere, it will, of course, become brutal. The story is told of a well-born child who, being lost or abandoned as an infant, was suckled by a wolf with her own young ones, and who actually took on all the characteristics of the wolf—walked on all fours, howled like a wolf and ate like one.

It does not take much to determine the lives of most of us. We naturally follow the examples about us and, as a rule, we rise or fall according to the strongest current in which we live. The poet's "I am a part of all that I have met" is not a mere poetic flight of fancy; it is an absolute truth. Everything you have seen, every book you have read, every sermon or lecture or conversation you have heard, every person who has touched your life, has left an impress upon your character and you are never quite the same person after the association or experience. You are a little different—modified somewhat from what you were before—just as Beecher was never the same man after reading Ruskin.

A few years ago a party of Russian workmen were sent to this country by a Russian firm of shipbuilders in order that they might acquire American methods and catch the American spirit. Within six months the Russians had become almost the equals of the American artisans among whom they worked. They had developed ambition, individuality, personal initiative and a marked degree of excellence in their work. A year after their return to their own country, the deadening, non-progressive atmosphere about them had done its work. The men had lost the desire to improve; they were again plodders, with no goal beyond the day's work. The ambition aroused by a stimulating environment had sunk to sleep again.

Our Indian schools sometimes publish, side by side, photographs of the Indian youths as they come from the reservation and as they look when they are graduated—well dressed, intelligent, with the fire of ambition in their eyes. We predict great things for them; but the majority of those who go back to their tribes, after struggling awhile to keep up their new standards, gradually drop back to their old manner of living. There are, of course, many notable exceptions, but these are strong characters, able to resist the downward dragging tendencies about them.

If you interview the great army of failures, you will find multitudes have failed because they never got into a stimulating, encouraging environment, because their ambition was never aroused, or because they

were not strong enough to rally under depressing, discouraging or vicious surroundings. Most of the people we find in prisons and poor-houses are pitiable examples of the influence of an environment which appealed to the worst instead of to the best in them.

Whatever you do in life, make any sacrifice necessary to keep in an ambition-arousing atmosphere, an environment that will stimulate you to self-development. Keep close to people who understand you, who believe in you, who will help you to discover yourself and encourage you to make the most of yourself. This may make all the difference to you between a grand success and a mediocre existence. Stick to those who are trying to do something and to be somebody in the world—people of high aims, lofty ambition. Keep close to those who are dead-in-earnest. Ambition is contagious. You will catch the spirit that dominates in your environment. The success of those about you who are trying to climb upward will encourage and stimulate you to struggle harder if you have not done quite so well yourself.

There is a great power in a battery of individuals who are struggling for the achievement of high aims, a great magnetic force which will help you to attract the object of your ambition. It is very stimulating to be with people whose aspirations run parallel with your own. If you lack energy, if you are naturally lazy, indolent or inclined to take it easy, you will be urged forward by the constant prodding of the more ambitious. Orison Swett Marden.

When a man is good because it pays he may be judged by his motives.



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Athletics Now Regarded As a Valuable Adjunct.

An alliance of athletics and commerce, in which the latter profits through the keenness induced and energy infused by the former, is being consummated in many American business firms and corporations today.

One of the best examples of how athletics has been made to increase the working value of a business establishment is that of a large life-insurance company. The office building has been equipped with a complete gymnasium and shower-baths, a competent athletic instructor has been retained, and a schedule of athletic work has been mapped out for employees, both male and female. The gymnasium occupies the eleventh floor, and here, during the luncheon hour, directly after business hours, and on specified evenings during the week, the employees are given physical training. The women are provided with a special instructor on Wednesdays. There are organized basketball teams during the winter months. In spring and summer the gymnasium is moved up to the roof.

In addition a football team has been organized, and this, together with the baseball and basketball teams, plays off a series of games with the other teams composing the business athletic association known as the Commercial League.

Although athletic exercise in conjunction with business is not insisted upon by the officials of this company, the majority of the employees have entered into the movement with enthusiasm. It is an interesting chronicle, furthermore, that the efficiency of the great working staff has been found to have increased wonderfully since the "athletic alliance" has been put into practice. The heads of the various departments assert that not only has an esprit de corps been generated, but those of the employees who avail themselves of the athletic schedule are more fit for strong work than are those who skip it.

"You will find, too," says the instructor, "that on Thursdays, the day following the lack of gymnasium work for the men, the employees do not give nearly the impression of alertness that they evidence on the other days." The instructor keeps his eyes on the physical condition of the clerks not only during gymnasium hours, but also during his rounds of the departments throughout the day. Thus he is enabled to notice sagging vitality and to suggest to the employees so affected the remedy. The heads of the departments declare that the athletic movement perfected by the officials has succeeded in doubling the efficiency of the different staffs of workers under their immediate charge.

The officials of another life insurance company, although they have not as yet elaborated their athletic-business system to the same extent, have declared themselves similarly

in favor of the idea. The President and the associate actuary of the company have provided silver cups to be awarded to those of the clerical staff who shall perfect their physical well-being to the extent of winning points at the two yearly office field meets. In addition, three medals are presented in each event as a further stimulus and incentive for the men. At each of these meets, which are attended by the officers in person, all twelve departments of the company are represented on the athletic field. There is a regularly organized baseball team, and a gymnastic schedule will be put into operation as soon as a gymnasium can be rigged up.

The owner of one of the large department stores is a thorough believer in the value and importance of athletics as a means of furthering the working ability of his employees, and he loses no opportunity to exploit his ideas on the subject. His employees have been encouraged by him to organize an athletic association and their numerous baseball and golf teams have received substantial help from his hands in the way of outfits and playing paraphernalia. In order that the small boys who work in his stores should not be overlooked in his athletic-trade campaign, he has sanctioned and helped along a system of military exercises and drills. For this purpose he has set aside the fourteenth floor of his building. Directly after business hours on Tuesdays and Fridays the boys, two hundred and seventy-five strong, are put through the exercises. Uniforms and guns have been supplied to them gratis, and every inducement is held out to make them indulge in the work. A regularly organized summer camp has been put into operation, and there, in the warm months, the boys are given courses in military training.

Several stores have gathered together their employees into an athletic league that wages contests in such sports as baseball, basketball, bowling, etc. Many firms arrange annual field days for their clerks. During the luncheon hours, the roof of the building of one large department store is thrown open to the clerks, and there, any day, they may be seen going through "breathing exercises," "muscle tests," and like forms of light, though beneficial, exercises. At different times during the year a physical-culture expert is brought to the store to explain to the employees in just what ways they can derive the best results from what we may term "on the spot" exercises—that is, those physical movements incidental to their duties which make for erect carriage, deep breathing, easy stride, and general bodily benefit.

To illustrate more intimately just what is meant by such "on the spot" exercises, the best example is to be had from the courses of physical instruction that have been given to the female employees of this same department store. The young women have been formed into classes, and, on one of the upper floors of the building, have been given an odd

schedule of instruction in exercises by a woman who has made a study of so-called "shop physical culture." The women clerks are taught the proper way to reach for boxes from the shelves, the best way to handle the boxes, the most beneficial way to walk and sit, the proper way to breathe, the best manner in which to pile up heavy rolls of drygoods—to sum up, the way in which to build up their bodies through attention to the seemingly minor details of their work. The idea has proved itself productive of good results. The firm maintains a home on the Jersey coast where its women clerks are sent during the summer months, to add to their store of health. It is interesting to note, in addition, that the firm employs a physician to keep a constant watch on the condition of its employees, that it has a hospital department in conjunction with its establishment, and that, finally, it hires a chiropodist whose sole duty it is to look out for the care of the feet of those of its clerks whose duties keep them constantly standing or walking about the store.

The shop-gymnasium movement has spread throughout the manufacturing districts of the Eastern States. Athletics has come to be a valuable adjunct to trade. The movement has

already assumed considerable proportions, and the results make assurance of that spread doubly sure.

George Jean Nathan.

A Compromise.

"Do you think, sir, that I am the man to resign under fire?"

"Well, no. But how would you feel like resigning under a nice coat of whitewash?"

It is natural to object to the collection at every meeting, but you have to remember it has revealed a whole lot about human nature.

When you hear a man boasting of his virtue you are quite likely to find the fear of the penitentiary driving him to it.

Chicago Boats

Every Night

Fare \$2

**Holland Interurban and
Graham and Morton**

STEEL STEAMERS

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

MR. BUSINESS MAN

Do You Know That Nothing Will Remove the Effects of a Hard Day in the Store so Easily as an Evening in a Motor Boat?

Designers
and
Builders
of
All Kinds
and
Sizes
of Boats



Erected
Frames,
Knocked Down
and
Completed
Boats
for Speed
or Comfort

Let Us Send You Our Catalog "K"
It is Free and Full of Good Information

VALLEY BOAT & ENGINE CO., 80 River St., SAGINAW, MICH.

RAMONA

"Where Breezes Are"

BEST BILL YET

Winona Winter

"The Little Cheer-up Girl"

With her latest songs—and a touch of ventriloquism

5 Other Acts Of the Same Great Calibre

THAT VACATION OF YOURS.

Interpolating Workaday Tasks With Gulps of Fresh Air.

Written for the Tradesman.

Now is the time par excellence when the vacation bee buzzeth busily.

To the man in the stock room and to the salespeople behind the counter; to the errand boy and the senior partner at the big, rolled-top, mahogany desk in the office come visions of verdant fields and purling brooks where the pussy-willows wave their feathery plumes.

The man in the big city pines for the vision of a landscape where the skyscraper scrapes not and where one can inhale mighty gulps of pasteurized ozone. And so he reads the "outing number" of his periodicals and studies multitudinous railroad advertisements featuring the diverse and alluring advantages of sundry watering places, fishing resorts and prospective tours for rejuvenating jaded nerves.

And so, heeding the Siren voice of the vacation bee buzzing busily, denizens of the cities fare forth, and year by year the exodus increases in magnitude. "Out of the city!" is the watchword; out of the city with its noise, its heat, its strife and its strenuous toil; out of the din and dust and daily grind; out of store and shop and office and factory; out of the intensified, refracted rays of daylight sun and glaring illuminations by night—out to green sward, schmier kaese and bullfrog concerts at eventide what time you sit out on the cool, cozy county veranda with the fragrance of a big black cigar in your nostrils and the gratifying caresses of real zephyrs on your fevered brow.

This wonderful body of ours—this incomprehensible combination of brain and brawn—is, after all, only a delicate, complicated mechanism. Like any other machine, it is apt to wear out, rust out, develop a kink here, or get out of kilter there. And like any other machine driven at high tension it must rest betimes. If not something is liable to go snap. On general principles it is a good plan to ease up occasionally and go on the soft pedal. You wouldn't run an engine or any other valuable mechanism continuously. You would give it a rest some time, thereby prolonging its serviceableness. Do not be less kind to yourself than you are to a dumb, unfeeling mechanism of man's contriving. Take a few days off. Give yourself a little, care-free breathing-spell in the midst of the summer's activities; for the need of an occasional rest is written in your mental and physical being.

But what is a real vacation, and where shall I go to secure it? Some people do not like the country. They miss the comforts and conveniences of the city. The music of tree frogs and katydids has a way of getting on their nerves. Chigoes and mosquitoes and multitudinous small, medium-sized and large ants, red, gray, mottled and black, feast on their epidermis in a most persistent and tantalizing manner. And people who are

sensitive to insect bites can readily understand their mental attitude. The summer vacationist with a modicum of energy can beat off the flies and outwit the most amorous ants; but my own experience is that if one happens to taste good to chigoes and mosquitoes there is no scheme or device or method known to man whereby immunity may be had. A chigoe is a microscopic creature, to be sure—not much larger than a typhoid germ; but, say, when about forty-nine of them get themselves snugly buried about a quarter of an inch under the skin there'll be something doing before morning. I know, for I'm a special favorite with chigoes. They love me with a devotion that's literally moving.

The business man's vacation may very properly differ with his age and the environment of his work. The young man and the old man, the country storekeeper and the city clerk or merchant, the dealer located in the midst of a great city with its din and tumult and the retailer in the small town will do well to start in different directions when seeking a safe and sane vacation.

The prime requisite of a vacation is that it shall afford one a complete change of atmosphere and environment; that it somehow supply the proverbial spice of variety; in other words, that it supply that element of differentness which is essential to real rest and relaxation. In general, it may be said that the city man should go to the country for his vacation, while the man in the country or the small town or village will find a midsummer trip to the city both diverting and profitable.

Human nature craves a change every now and then. When you have eaten everything on the city menu from puree of catalpa pods to benzoated lizards a la Remsen you hanker for spring chicken and fresh country eggs and refreshing quaffs of cool, country buttermilk; but if you have had spring chicken about twenty-one times a week, fresh eggs twice a day since early in March, these very excellent viands at length begin to pall on your taste. Then the odor of a city-broiled steak acts as an appetizer.

There are all manner of tastes and preferences about summer vacations just as there is about everything else that affects human life. Some people prefer the fashionable resorts where you have to pose and strut before the mirror and come down to dinner in full evening dress. And there is probably a time in every one's life when that is the logical thing to do. Others prefer to have what they call a bone fide outing: namely, to go somewhere camping. And so, like the Arabs of old, they fold their tents. But, unlike the Arabs, they make their departure with hilarity and tumult. These campers are a strenuous sort. I admire, but can not share, their nerve; for I carry with me indelible memories of a certain camping escapade to which I was once a party. I shall never forget the pungent smell of willows and horse-weeds and sundry luxurious vegetable growths in the midst of which our

tent was pitched. And even to this day I can hear the rain beating a tattoo on that leaky tent.

Some prefer to travel in foreign lands; some prefer to explore the wilder and less frequent sections of our own country. Some like to fish (and I am frank to confess that I belong in this category) and consequently feel that any summer vacation, in order to be a real success, must be had in some place where the Simon pure disciple of good old Isaac Walton can practice the "meditative art." Some people love the tang of the pines and recuperate most readily in the shadows of "the everlasting hills." Some prefer the seaside resort, where there is surf bathing, salt air and the music and majesty of the sea. And so the question, Where shall one go for a real helpful, rejuvenating, nerve-toning vacation? depends entirely upon one's tastes in such matters.

In general it may be said that your summer vacation ought to offer inducements for outdoor exercise and healthful amusements, and it ought not to lay any heavy social burdens and obligations upon the person who is seeking exemption from cares and worries. And, furthermore, in order to bring one the benefits of refreshment and rest, it ought to put him in a different environment.

But, after all, perhaps it is not so much where one goes that actually determines the benefits of his vacation as it is the manner of his going and what he takes with him. You can take your cares and business burdens and petty difficulties anywhere. And if you start on your vacation with that sort of mental equipment you will come home just as jaded and fagged out and brain weary as when you started out and, no matter what the trip may have cost you, you have cheated yourself out of a real vacation. Some men are too busy to go away on a summer vacation. They have to stay on the job. But they have acquired the knack of getting into the vacation mood occasionally. They know how to leave their business cares and worries at

the store, the shop and the factory. They know better than to pour into the sympathetic ears of their wives and children harrowing accounts of the asperities of their daily tasks. They have mastered the secrets of repose,

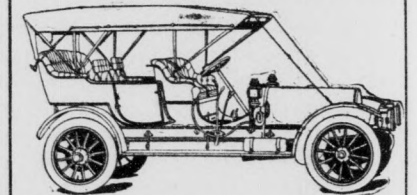
Young Men Wanted

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

THE 1910 FRANKLIN CARS

Are More Beautiful, Simple and Sensible than Ever Before

AirCooled, Light Weight, Easy Riding



Model H. Franklin, 6 Cylinders, 42 H. P.
7 Passengers, \$3750.00

Other Models \$1750.00 to \$5000.00

The record of achievement of Franklin Motor cars for 1909 covers no less than a score of the most important reliability, endurance, economy and efficiency tests of the 1909 season. List of these winnings will be mailed on request.

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

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

If you want economy—comfort—simplicity—freedom from all water troubles—light weight and light tire expense—look into the Franklin.

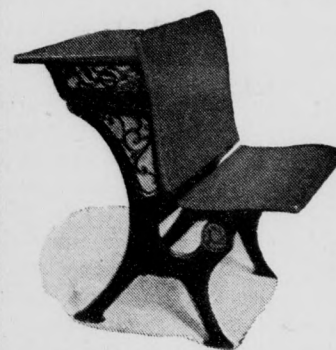
Catalogue on request.

ADAMS & HART

West Michigan Distributors

47-49 No. Division St.

More School Desks?



We can fill your order now, and give you the benefit of the lowest market prices.

We are anxious to make new friends everywhere by right treatment.

We can also ship immediately:

Teachers' Desks and Chairs

Office Desks and Tables

Bookcases Blackboards

Globes Maps

Our Prices Are the Lowest

We keep up the quality and guarantee satisfaction.

If you need the goods, why not write us for prices and descriptive catalogues—Series G-10. Mention this journal.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

cheerfulness and altruism. With such men relaxation is a daily habit rather than an annual custom.

I know a most excellent man—the father of a family of seven healthy and beautiful children—who hasn't had what you would probably call a summer vacation in twenty years. He is a man upon whose shoulders heavy responsibilities rest—and you can picture to your imagination the size of his meat and grocery bills. He is too busy to get away—or, at all events, he feels that he can not leave his business for more than a day or two at a time; and then only when he is away on some business mission. But that man brings the vacation spirit into his home every summer. Each spring he has his porch and lawn furniture carefully scoured and repainted. He provides the home with summer rugs and portieres and draperies. He gives his wife and children innumerable treats in the way of seasonable delicacies. There are frequent visits of the entire family to the amusement parks, summer theaters, picture shows, soda fountains. Every year, beginning about the middle of July or the first of August, he takes what he calls his "mental vacation." He talks to his wife about the comforts and delights and countless conveniences and luxuries of the "cool city," where you can buy refreshing drinks and ices ad libitum. He pities the poor people who have gone forth into the sequestered places of the earth seeking recreation. He pictures the incidental tortures which they are enduring from rains and mud and insect bites. He tells her how the pitiless glare of the sun, out in the country, drives them to the shades by day and how the katydids and bullfrogs drive them to desperation by night; tells her how they would give anything in reason to sit in front of an electric fan and quaff a glass of soda water or phosphate. In fact, he gets into a really gay and festive mood talking about the alleged superiorities of the city as the background of an ideal vacation. In the way of treats to himself and his family, consisting of seasonable delicacies, ice cream, etc., he deliberately spends each summer a couple of hundred dollars extra while out on what he calls his mental vacation. And I know of no one who gets more real benefit from a summer outing than does my friend who remains at home and stays on the job. He says he is actually having far more fun than his less fortunate friends who go to the mountains or the lakes or the seaside. And he says it is far more economical.

This "mental vacation" idea is a good one for the small dealer who is too busy to get away. Try the experiment of spending a few dollars extra on yourself and family. Give the children a treat each evening. Get some little unexpected luxury from the delicatessen shop. Call up the ice cream man and tell him to send around an ample supply of your wife's favorite cream. Show the children a good time. Leave your cares at the store. Propagate an atmosphere of contentedness and good cheer. Get

out of that old stereotyped, disgruntled, self-centered mood, and thus get the benefits of a real vacation along with the profits you make by staying with the business.

Chas. L. Garrison.

He Found Out.

"Do you sell a book of games in which bridge-whist is described," asked the serious-looking man of the stationer.

"Yes, sir, but I happened to be out of them just now."

"Can you tell me how the game is played?"

"It's a woman's game, you know."

"Ah."

"You wouldn't care for it, but your wife would be terribly interested."

"That's what I want. She doesn't care for any game."

"I see. Well, she will for this. How much cash can you allow her per week?"

"Um. Five dollars, perhaps."

"You must make it \$25. Does she run the house now?"

"Oh, yes."

"Well the cook will be running it soon. Any small children?"

"Two."

"You must arrange to send them to some foundling's home. Want to see your wife once a day?"

"Well, you'll see her about once in three after she gets started at bridge. Anything in the house that can be pawned?"

"Scores of things."

"Well, she'll pawn them. Any cash in bank?"

"A few hundred dollars."

"She'll manage to get hold of it, and then she'll borrow money of the cook, the grocer, the butcher and her dressmaker. Bridge-whist, sir—bridge-whist is—"

But the other was on the run.

Many Leathers From Odd Sources.

Aside from the leather that is made from the skins of seals, walruses, otters, etc., there is leather obtained from other denizens of the sea, not to speak of a queer sort of leather manufactured of the skins of fishes.

The skin of sharks is of a beautiful burnished gray or bluish color. It resembles finely grained leather, inasmuch as it shows many fine tiny prickles set all one way. These are quite invisible to the naked eye, but so many are there and so finely set are they, giving the dried skin its rich effect, that one derives a decidedly unpleasant effect in rubbing one's hand over the shark's skin in the direction opposite to that in which they point.

This property of shark skin renders it especially valuable for the manufacture of "shagreen." The skin being both tough and easy to work, it is susceptible to use for many purposes where decorative leather effects are desired.

Despite its lumpy armor the sturgeon affords a valuable and attractive leather. It has been found that when the bony plates are removed the patterns thereof remain on the skin, just as the patterns of alligator scales remain on alligator leather, a circumstance that adds much to the value of the product. From the sturgeons that abound on our Pacific coast and in the Great Lakes there is procured a tough leather that is utilized for the making of laces to join leather belting in machinery, and, it is said, the laces frequently outwear the belting itself.

In Turkish waters there is found a strikingly unattractive fish called the "angel fish," which is by some held to be a kind of shark, and from this is obtained an extremely high grade

of green leather, much esteemed in the Ottoman dominions.

In Russia certain peasant costumes are trimmed with the skins of a food fish, the turbot, and in Egypt men wear sandals made from the skins of fish caught in the Red Sea. In our own country, too, the cod has been utilized in a similar manner, for there has been no little use made in Gloucester, Mass., of the skin of the humble cod for the making of leather for shoes and gloves.

Eel-skin serves for many purposes, among them being the manufacture of leather for binding hooks and for braiding into whips.

The garfish, a fresh water fish found along our coasts, possesses a skin that is capable of a polish so smooth that it resembles ivory. It has been used for the making of picture frames and jewel caskets. It is said that the skin of this fish was employed by certain of the Indian tribes to make an armor. So tough and hard is it that, it is claimed, a breast plate made thereof will turn a knife or a spear. We are even assured that of the finer specimens of armor constructed of this fish hide there were some capable of rendering harmless the blow of a tomahawk.

Queer uses are made of the intestines of the walrus and the sea lion. The former are made into sails for boats by the Eskimos, and the latter are slit and stitched together to form hooded coats, said to be far superior to rubber as waterproof garments.

In the utilization of odd materials for making leather even the frog does not escape. In this country and in France its skin is used to make card cases and other small articles.

Edwin Tarrisse.

Some never get over the wonder that folks so important as themselves should go to church.

IT WILL BE YOUR BEST CUSTOMERS;

or some slow dealer's
best ones, that call for

HAND SAPOLIO

Always supply it and you
will keep their good will.

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

ADVERTISING PECULIARITIES.

Interesting Observations by a Noted Expert.

Letters are frequently received from young men asking what they should do to become advertising men or what correspondence school is best, and many like questions.

When a science is made the subject of a correspondence school course, it is a pretty safe bet that the young and undeveloped have in mind there is a veritable Eldorado awaiting its mastery.

As to how to become an advertising man, the question can be answered very briefly:

First learn how to sell goods.

Advertising is not an exact science nor an art in the sense that most laymen think it is.

Advertising is only a science in the sense that selling goods is a science.

Men who have sold goods by personal contact or conducted the correspondence pertaining to the sale of goods should be able to write effective advertising, and as a matter of fact most of the effective advertising is directly prepared or under the supervision of these men.

Obviously, just now there is a good deal of study being made on the psychology of advertising, and psychology is just the one word that expresses mind science or character study; but the science of advertising is only advancing with that of personal salesmanship.

All advertising is good in the same sense that all personal salesmanship is good, that is, if you send enough men out on the road, even although three men are of indifferent mental calibre, providing they cover enough ground, they will sell a certain amount—that is they will resolve themselves into order takers by finding a certain number of people on whom they call just in the mood and in the market for the goods they represent.

The same is true with advertising, for if you send out enough of it you will seek and find buyers on the same law of average as in case of personal contact.

The whole modern effort in advertising as in personal salesmanship is to eliminate waste. For instance here is a little of the psychology as applied in modern advertising and of which the layman reader is not aware in its appeal to him. We will take a colored halftone on the back of a magazine. It is an advertisement for soap, and pictures a richly appointed bath room with a beautiful child before the washstand. The colors are all brilliant, which attract your attention in the same selective sense and as naturally as a kitten going to a woman's workbasket paws out the spool with the most brilliant color.

And the next, perhaps final appeal, is the fact that the brand of this soap is associated with richly appointed surroundings. You fix this soap in your mind as a superior article in the same sense as you judge men by the company they keep or by their surroundings or environment.

Take another advertisement as an illustration; it is of a large automobile. There is a well groomed chauffeur in the front seat, a stylishly dressed man in the back seat awaiting a beautiful woman who is coming down the steps of a house of modern design. You at once associate this automobile with its accompanying surroundings. The surroundings are what most people aspire to; they appeal to their suppressed function. This picture at once classifies these goods offered for sale in the minds of possible purchasers. The picture is the selling argument. It tells the story at a glance.

This same psychology or association of ideas has another finer application by its being classed with the magazine or medium in which it appears. For instance it is a notable fact that the magazines with the strong, definite and honorable editorial policy obtain the best results for those who advertise in them. There is an unconscious, psychological relation between its advertising section and the editorial section. You naturally have confidence in an advertisement placed in a magazine of which you editorially approve. For illustration, you have a friend whose good taste and selection in any of the common utensils of life can be relied upon. You desire to have a suit of clothes made. You learn that he patronizes a certain tailor whom you at once associate with your friend's good judgment. It is the operation of the simple law that associates the scap with the beautifully appointed bath room and the automobile with its luxurious background—it is the association with things where there are no discordant comparisons.

It might be well to explain to the layman that most advertising is prepared and placed by so-called advertising agencies. That is, these agencies are established to render a professional service to the seller of goods, but they receive no fee from the advertiser direct. The agencies are compensated by a series of discounts given them by the publisher. Although this discount varies it will average 15 per cent.; in other words, a publisher will quote you, an advertiser, a price 15 per cent. higher than that of a regularly established agency.

The transaction is not on the same basis as exists between the average professional and his client, for it is a good deal like the architect receiving his fee from the contractor and rendering no bill to the owner. This has placed the agencies in bad repute in many quarters by reason of the fact that there is a temptation to place an advertisement with the magazine paying the highest rate of commission rather than the one yielding the greatest return to the advertiser.

The newspapers of the country are particularly unfriendly to the agencies for the reason that the latter place much of the business with the big magazines of monthly circulation that properly belongs to the newspapers with a daily circulation.

All publishers regard the agencies

as a necessary evil and tolerate them for the fact that they have been the medium and system by which the merchant and manufacturer have been educated to advertise in a large way.

Then it has been discovered that some of the large agencies through the country are owned and controlled by one large advertiser. For instance, if you were spending \$300,000 a year in magazine advertising it would pay you to secretly organize an agency under your ownership with offices in some building remote from your own, merely for the purpose of getting 15 per cent. discount on your annual advertising appropriation.

These secretly owned agencies are usually operated by high pressure solicitors and skyrocket salesmen, so that any accounts they handle other than those of the owner become pure velvet in their hands.

For instance, the advertising agency secretly owned by the rat trap trust will go to John Doe, a comparatively small manufacturer with an entirely different line, and use an argument something like this: "Now, Mr. Doe, the rat trap trust has placed their account with us in preference to all other agencies. Now you, a smaller manufacturer, will naturally have the same confidence in us as the rat trap trust." Mr. Doe naturally falls to this

in his ignorance of the true situation; he thinks he is placing his account on the basis of merit when, as a fact, the rat trap trust placed their business with this agency because they own it.

But with the recognition of this evil there is a tendency to correct it for there are agencies that are prospering under a direct fee compensation and who render an expert service in the same sense as the lawyer, architect or engineer. There are concerns which take a limited number of clients and in effect co-operate the services of advertising men who are too expensive for one concern.

The trade journal is the common means of advertising where goods can only be sold to one particular line or trade, but the average trade journal in the average field has neither typographically or editorially progressed with much of the direct advertising sent out by individual concerns to their mailing list.

Compare some of the beautiful catalogues in the machinery field with their crudeness of some of the trade journals in that field and the meaning of this last statement will be illustrated.

The best trade journals are in

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.		

We Make a Specialty of Accounts of Banks and Bankers

The Grand Rapids National Bank

Corner Monroe and Ottawa Sts.

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

DIRECTORS

Chas. H. Bender	Geo. H. Long	Chas. R. Sligh
Samuel S. Cori	John Mowat	Dudley E. Waters
Claude Hamilton	J. Boyd Pantlind	Wm. Widdicomb
Chas. S. Hazeltine	John E. Peck	Wm. S. Winegar
Wm. G. Herpolshelmer	Chas. A. Phelps	

We Solicit Accounts of Banks and Individuals

<p style="font-size: 1.2em;">THE NATIONAL CITY BANK</p> <p style="font-size: 0.8em;">GRAND RAPIDS</p> <p style="font-size: 1.1em;">WE CAN PAY YOU</p> <p style="font-size: 1.5em;">3% to 3½%</p> <p style="font-size: 0.9em;">On Your Surplus or Trust Funds If They Remain 3 Months or Longer</p> <p style="font-size: 1.1em;">49 Years of Business Success</p> <p style="font-size: 1.1em;">Capital, Surplus and Profits \$812,000</p> <p style="font-size: 0.8em;">All Business Confidential</p>
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those trades involving the arts—the printing and architectural journals, for example.

The principal objection to the average trade journal is that men do not read of the subjects they are trying to forget during leisure times, either at their desks or at their homes. Then there is the inconvenience of reading the trade journal by reason of its size and bulk.

The writer's attention has been called to a trade journal, containing 270 individual advertisements. Now assuming that the average man within the circulation of this medium devotes one hour to its reading, this would mean that it would be impossible for him to devote more than about twenty seconds to each concern who had purchased space.

The principal objection to direct forms of advertising as used by concerns desiring to dispose of goods in specific fields or trades is the fact that a form letter, house organ or mailing card is a demand on the time of the man who receives it and which he instinctively resents. If he does not happen to be in the market for the particular thing that the advertisement presents the chances are it will go in the waste basket. This magazine, for instance, is not a house organ. It is an individual magazine designed to obviate the objection of direct advertising. The one receiving it is compensated with general interest matter in the text pages for his perusal of the advertising pages.

The whole weakness of advertising is not in its principle, but lies in the fact that most of the brains and energy in commercial fields have been spent in direct personal, selling campaigns.

Charles Jones, formerly of the Cosmopolitan Magazine, used to tell a story some years ago that illustrated this situation. He pictured the President and General Manager of a large industry at the noon lunch table. The President said to the General Manager, "John is certainly a good man, he is the best in his line that the country affords—we couldn't have a better man to manage our sales."

"Yes, that's true," said the General Manager, "he is a very expensive man but, I tell you, it pays."

"By the way," interrupted the President, "what are we going to do with Willie? Willie doesn't seem to be getting along very well."

"I don't exactly know," replied the General Manager, "but most concerns nowadays have an advertising manager. Supposing we give Willie the job."

But since this story was told, employers have grown and so has Willie.

A peculiar situation of advertising is that it has paid in spite of the fact that it is unscientific in its methods.

David Gibson.

A friend says he takes a bath once or twice a year, whether he needs it or not. Good rule, that; you might apply it in the matter of cleansing and polishing your display cases and windows—only make it a little oftener than once or twice a year.

Mail Order Houses and the Small Town.

Within the last few years there has been a wonderful growth and development in the mail order business. New lines have been added to the stocks which these concerns used to carry and their systems for reaching the consumer have been elaborated and perfected until now they are offering the farmer practically everything he can buy in his home town, and a good many things he can not buy there.

In some sections the small town merchants have adopted various expedients for resisting this dangerous competition. They have met with a measure of success here and there but on the whole the trade of the mail order houses has grown rapidly and their markets have widened steadily.

The big mail order houses can undersell the country retailer, even although the latter figure on a very small margin of profit. That is because it either owns its factories or contracts for the output of factories at a low price; its handling expense is exceedingly low, and it gets the money before the purchaser sees the goods. The retailer pays more for his stock. He has to keep a fairly large assortment for a limited trade—which means that part of his capital is not turned once a year. He has large fixed expenses. He has to replace goods and he frequently has to wait "until after harvest" for his pay. At the end of the year, when the dealer crosses off bad accounts and adds the interest on the money he had to borrow from the bank to carry on his credit business, he finds this cash item in the mail order house system of considerable importance.

There is another important question in connection with the mail order house business that is frequently overlooked by the buying public. That is the ultimate effect that such business has on the community. Carried to its logical conclusion, the operation of the mail order house means the elimination of the country merchant, and the elimination of the country merchant means the decadence of the country town. Remove the town and you take from the farmer his market, the facilities for his children's education, decrease the value of his property, force him to pay the entire expense of maintaining his county government and work upon him other losses and inconveniences.

The town is just as necessary to the farmer as the farmer is to the town. The town can not live without the farmer's trade and the farmer, while he might be able to live, would find that the loss of the town meant a loss to him far greater than the money he might be able to save by buying from mail order institutions.—Commercial Journal.

Test This If You Don't Believe It.

In what form is lead lightest on the scales? A British scientist has attempted to tell you how to make the proof, but it isn't the easiest thing in the world either to prepare the pound of lead or place it in posi-

tion for the proof. He says that making 1,000 small balls of the pound of lead the weight remains the same though the surface is greatly increased. Then reduce the small balls into 1,000,000 balls, with the surface enormously increased but the balls weighing the one pound in the scales. But this scientist says that if these 1,000,000 short particles further are reduced to one-twenty-thousandths of an inch each they will rest in the atmosphere just where they are placed. This for the reason that the pressure of light from the sun exactly overcomes the forces of gravitation. To make the lead bits smaller, however, the scientist says that the sunlight seizes them and hurls them into space.—Chicago Tribune.

Honest Advertising.

Misleading, false statements in advertising react to the disadvantage of the dealer who uses them. In the long run people will not believe what he says. It is all very well to say: "Let him do it; who cares if he does ruin his business?" But false advertising has a tendency to shake the public confidence in all advertising. It is to the interest of every advertiser and publisher to point out the folly of untruthful advertising. No one should be allowed to poison the public mind with the thought that there is no honesty in advertising and in business, and that business is but a world of deceit and dishonesty. Show your competitor how to advertise honestly and successfully. It is better for both of you. The honest advertiser will always command the respect of the community, and receive a larger recognition in the public mind, than the one who tries to fool the people by misleading announcements. Misrepresentations in advertisements will eventually bring ruin to the dealer who uses them.—Seattle Trade Register.

There are three things without which you can not succeed—good wares, good advertising, good salesmanship. They are the Big Three of success.

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
5 1/2 Million Dollars
 HENRY IDEMA - - - President
 J. A. COVODE - - - Vice President
 J. A. S. VERDIER - - - Cashier
3 1/2 %
 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

Special Bond Offerings

WE OFFER SUBJECT TO PRIOR SALE

- \$ 4,000. Rapid Railway Co. 1st Mtg. 5's 1915
- 3,000. Bellevue Gas Co., Ohio, 6's 1929
- 5,000. Sheboygan Gas Light Co. 5's 1931
- 5,000. Detroit, Ypsilanti, Ann Arbor & Jackson Ry. 5's
- 5,000. Cincinnati Water 3 1/2's
- 40,000. Michigan-Pacific Lumber Co. 6's

Denominations: \$1,000, \$500, \$100

MUNICIPAL RAILROAD CORPORATION BONDS
E. B. CADWELL & COMPANY BANKERS
 NEW YORK 25 Broad St. DETROIT Penobscot Bldg.

THREE GREAT COUNTIES

Naturally Linked by Many Ties and Circumstances.

South Haven, July 25—Fifty years ago last spring I commenced clearing my farm, and two years later (1862) set 500 peach trees. I planned to make a business of fruit growing and farming. Inheriting my father's surveying outfit and his land agency helped drift me into the banking business in 1867. The clearing of land was continued, other trees set and cared for and in 1867 the first peaches were shipped. I think records will show that they have been sent to commission houses in Chicago or sold to local packers or canners each year since except three. While most of my time was required at the bank, I have given considerable to fruit and farm interests and taken an active part in organizing societies and attending meetings.

Among the things connected with the fruit business to which I have given much attention and deemed important to aid its best development, was the grouping of Berrien, Van Buren and Allegan counties into a co-operative organization for the raising of better fruit and more businesslike marketing.

The completion of the railroad from Kalamazoo and of the Pere Marquette through these counties made them quite accessible to their respective residents. The losses from commission men in the panic of 1873 and those from frequent gluts caused by overloading the smaller markets by many shipping to the same places, aided in calling a meeting at Grand Junction, May 6, 1874, for the purpose of co-operation of the growers of the three counties in marketing. A. S. Dyckman, of South Haven, was elected Chairman, and H. H. Goodrich, of Ganges, Secretary. Among others present were: D. W. Wiley and Mr. LaFleur, of Allegan county; J. P. Thresher and W. A. Brown, of Berrien, and H. E. Bidwell and C. J. Monroe, of Van Buren. A committee was appointed to draft a constitution and by-laws. Several meetings were held, but nothing came of it.

In 1876 it was my privilege to visit the Centennial Exposition at Philadelphia. The exhibit which most attracted my attention, and which I have recalled most frequently, was the really wonderful furniture display from Grand Rapids, then a small city, in the woods of our own Michigan, little known outside the borders of the State. The exhibit gave the city world-wide advertising and made it a leader in the manufacture and sale of furniture. The feature which especially impressed me was the practical, intelligent and enthusiastic co-operation which made such a magnificent display possible. As I had some experience and considerable observation of fruit growing in Southwestern Michigan, realizing its natural climatic soil and market advantages, had learned some of its needs of extensive and expert knowledge and wide experience in properly selecting the trees, plants and vines and their subsequent care and

marketing of the fruits, while viewing the Grand Rapids exhibit the thought came to me that the same practical and intelligent co-operation applied to these counties would make this group a leader in supplying the fruit markets of the country.

In a trip to California, in 1894, I was pleased with their excellent co-operative methods of marketing. For a term of years they have led the world in attractive packing and high prices. Their long distance has compelled the shipping of only the best; our short distance has tempted the sending of all sorts and we have lost money and reputation by having our poorest come in competition with their best.

May 27, 1884, a meeting was held at Grand Haven, seeking to join together a larger number of counties, resulting in the organization of the West Michigan Society, "To unite the fruit growers along the western shore of the State for the purpose of promoting the best methods of cultivating and marketing fruit." This Society held a number of meetings and much good came from them, although little was accomplished along lines of definite and persistent co-operation.

Last fall the writer had the privilege of visiting numerous orchards in Wyoming, Montana, Washington, Oregon, Colorado and Idaho, attended the District Fair at Victoria and the State Fair at Boise, also had two weeks at the A. Y. P. Exposition. This gave a grand opportunity to see the products of forests, orchards and farms, the products of the Northwest grouped together in a magnificent display, of great educational value, nearly all made by associated effort of communities, counties or districts, aided by the railroads and large land and other companies. This so fully impressed the great advantage of co-operation that I determined at an early date on my return home again to call attention to the desirability of joining these three counties for the raising of better crops of all kinds and particularly more intelligent marketing.

Beyond reasonable doubt, if these counties would join and co-operate together, making use of the scientific knowledge obtainable from colleges, experimental stations, bulletins and by the experiences and observations of growers frequently exchanged at convenient meeting places, the yield and prices would be doubled and tripled and the net profit still more increased. Such results are greatly to be desired and to the extent that Land Show shall stimulate and aid in obtaining them will it be time and money well spent. The thing most desired by the compiler of these statistics is that it shall result in a permanent co-operative association of these three counties for the raising of better fruits and a more intelligent marketing of them.

"Fruit Belt" first was applied to Berrien, Van Buren and Allegan counties. The census shows them as leading, hence an appropriate name for the combination is West Michigan's Primo Fruit Belt. They are three highly favored counties in a

highly favored state which possess so many advantages in common as to make it desirable to group them into a closer union of co-operation for the better development of their varied resources.

They have an area of over 2,000 square miles or about the same as the State of Delaware, located to the east of Lake Michigan, so enjoying the protecting influence of the prevailing winds across a large body of water, which enables us successfully to raise the tender fruits and vegetables in a higher latitude than interior places or those on the opposite side of the lake, also brings to this side in warm weather large numbers of people to enjoy its cool breezes.

Besides the seventy-five miles of coast on Lake Michigan, there are approximately 400 lakes within this territory, nearly all having outlets to the four rivers, their branches and a number of creeks emptying directly into the lake. These not only have a beneficial influence upon the climate but furnish excellent outlets for the drainage of the land, also provide ample water for domestic purposes and irrigation if it were needed, besides by the elevation of their sources above Lake Michigan to supply with the aid of electricity the power for manufacturing and transportation purposes. The soil is rich and varied, with little waste land. The population was 123,303 in 1904, the last census figures obtainable. Traversed by such railroads as the Michigan Central, its short lines and New York Central connections, Michigan

Southern and Lake Shore, Big Four, Pere Marquette System, Grand Rapids & Indiana and its Pennsylvania connections, the Kalamazoo Lake Shore & Chicago, the several electric roads, the navigable rivers and the seventy-five miles of lake coast make about 600 miles within these counties. Four harbors within and Holland so near the north line that it furnishes accommodation for passengers and freight and outlets for some of its streams. There are over 150 stations.

The Best Peacock Brand Leaf Lard and Special Mild Cured Hams and Bacon

Cured by
Cudahy Brothers Co.
Milwaukee, Wis.



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.

docks, piers and landings in the three counties. The early completion of the electric road between Saugatuck and Coloma furnishes a connecting link of a system with South Bend, Indianapolis and Chicago at one end and Grand Rapids at the other, the latter centering the passenger and freight traffic to the north of it.

This locality has proper drainage, plenty of humus in the soil and through careful conservation of the moisture by intelligent cultivation we need have little anxiety about wet or dry seasons.

Its market advantages are of the best, being within three to six hours from Chicago, the greatest city in the world in the wide and extensive territory over which it gathers and distributes horticultural and farm products. In transportation by Lake, this locality is specially favored in the easy swing motion of the boat for the tender fruits and vegetables, freedom from dust and the natural refrigeration influence of the water. Its central position and its transportation facilities running out to every point of the compass to nearby markets will be better appreciated as competition increases. This is particularly true of bulky, perishable fruits and vegetables.

This statement is made with a view of sending it to fruit societies, granges and other farm organizations in these counties, suggesting it be presented at their first meeting and, if decided worth while, to send one or more delegates to a general meeting subsequently to be called. The counties were recently organized to make an exhibit at the Chicago Land Show Nov. 4, 1910, under the name of Michigan's Original Fruit Belt Association.

This seemed an opportune time to present the above facts and figures, thinking they would aid in promoting said exhibit. They call the attention of residents of these counties to the large number and variety of its products, the extensive equipment for raising and marketing and the need of trained help.

We shall have to compete in our exhibit with railroads, land and other companies having ample means. The short hauls of the railroads lessen their interest in our exhibit and we have no land or other companies to help, so there will need be a general contribution of money from the villages and cities, and a generous supply of fruit and farm products furnished by the growers.

Charles J. Monroe.

Important Factor In Present Day Domestic Economy.

Those of us who were educated in the school of other days should bear in mind that a new school atmosphere has been created since we laid away our school books and this new condition must be reckoned with in a practical way.

A few years ago the woman who bought food products and prepared them for her household did so in the "good old-fashioned way," just as mother did it.

The girl graduate from the public high school to-day shows her good

mother how little she really knows about food products and their preparation. In place of the sentiment for "mother's way" she substitutes the the cold truths learned in her study of domestic science.

The new girl learns at school how to handle five, seven, ten or fifty cents' worth of food products to the best advantage.

She is taught something about the nature of things that we eat. She learns something about retail values, she is schooled in the matter of avoiding waste, she is taught the difference between food-stuff that is healthful and that which is a menace to health. Constantly she is drilled in hunting microbes she can not see. She is taught, however, that they will be in certain places under certain conditions and a part of her business is to keep them away.

Finally, this modern girl with her knowledge of domestic science understands how to prepare food after it has been bought.

This modern girl must be reckoned with. Manufacturer, wholesaler and retailer must give her recognition. She has learned values and quality.

She will buy better goods than her grandmother did and will not be deceived by any extraneous means that may be tried.

This modern girl, always thinking of microbes, will demand the best of containers for the food product she buys.

Above all, she will not buy poor, cheap goods whose inferiority has been cunningly hidden.

Thousands of these new girls have gone from the schools of domestic science into the homes of others as well as homes of their own. Thousands more will follow, and their influence will be marked.

The dealer who has a desirable food product well packed will have little trouble in making friends with this new girl.

The manufacturer who has made money cheating will fare ill at her hands.

Don't overlook this new girl. She has come upon us quietly and she will continue to come without making any fuss.

Her influence will be felt. It were well, therefore, to anticipate her and meet her demands. She will insist on high-grade goods and will not complain if the price is fair.—Wholesale Grocer.

Why Smoke Falls Before a Storm.

Don't imagine next time you see in weather promising storm that a "heavy" stratum of air is forcing the smoke of your chimney to the ground. Instead the condition is the opposite, and the atmosphere is too light to allow the smoke to rise. To prove this fact in this vacation season fill your mouth full of tobacco smoke and dive in twenty feet of water, releasing the smoke. The smoke appears from the water almost instantly. You may say it comes up in air bubbles, but this does no more than to prove the theory. Your chimney smoke won't rise because there isn't buoyancy enough in the air stratum to raise it.

Higher Ideal of Business Life.

"A religion of business" seems far-fetched and foolish to the one who has always thought of business and religion as two totally distinct compartments of his life.

There are many thousands of such men; they the benevolent toward any one who comes to them on Sunday morning with an appeal for any charitable or missionary organization—but the one who approaches them on Monday morning, and in a business way—looking for the same attitude—will find that it has changed to one of "benevolent assimilation."

It is sheer simplicity to berate these men, without whose millions cheerfully lavished upon benevolent and philanthropic enterprises, the church would have but a short story to tell; they are better men than their critics, who attempt to prove that, because of their brutality of method in acquiring wealth, they are worthy of no credit for their devotion to their favorite charities.

The problem can not be solved by the extermination of a few millionaires; it is larger than that, for the fact is that the ideals of these leaders are to some extent those of many who are less known. The difference between the "oil king" and the rag merchant is not one of spirit.

The interesting fact is that we are waking up—not simply to the knowledge that the "consumer" is being consumed, but that we are beginning to see that there is a higher ideal of business life and that there is a different conception of the relation of the one who sells to the one who buys, of the producer to the consumer; that we are not to regard ourselves—those of us who are engaged in gainful pursuits—as pirates who have brought a bit of our plunder when we go to church on Sunday morning.

When we have made "a religion of business" we shall have satisfied the Christian ideal of service, and shall have met the demand of the dawning social consciousness; we shall also have created for ourselves that atmosphere of dignity that we crave more than we crave dollars—strange as that statement may sound to those who have only a superficial knowledge of human nature and of humn worth.

J. W. Welsh.

Faith is the first aid to foresight.

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.

IF YOU CAN GET
Better Light
with a lamp that uses
Less Than Half the Current
what can you afford to
pay for the new lamp?



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

Grand Rapids-Muskegon Power Co.
Grand Rapids, Mich.
City Phone 4261 Bell Main 4277



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

FOOTE & JENKS' COLEMAN'S (BRAND)
Terpeneless High Class
Lemon and Vanilla
Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to
FOOTE & JENKS, Jackson, Mich.



THE UNION SUIT.

Origin and Development of the New Garment.

It is difficult to trace the origin of the union suit as the idea was not patented, but about twenty-five years ago a knitting company in Janesville, Wisconsin, started to manufacture ladies' union suits on hand power latch needle machines. A year or two later a Chicago knitting company started to manufacture ladies' union suits somewhat after the same pattern and on the same type of machines as the Janesville company. Both the above suits are known to the trade as full fashioned union suits.

In general appearance these two suits were almost identical; buttoned down the front with a lap opening in the back, extending up to the waist line, but the system of knitting was different. The Janesville suit had the laps in the back knit in the suits whereas the Chicago suit had pieces knit for the lap separately and then seamed in afterwards. The Janesville system necessitated seams on the sides, whereas the Chicago system eliminated the side seams and in their place it was necessary to substitute a seam in the back. However, the suits being knit with selvedge edge seams were no objection as they could hardly be seen or felt.

The cost of manufacture differed; the production of knitting the Janesville suit was about one dozen per week per machine, whereas the production of the Chicago suit was about three dozen per week. In the year 1889 the Star Knitting Works of Niles started to manufacture ladies' union suits knit on circular latch needle machines and the following year brought out the now so popular Childs drop seat union suit. The cost of manufacturing was no longer in the way of union suits becoming a factor in the underwear trade, the only question to settle was whether or not it had merit. Several new designs appeared on the market in rapid succession as other manufacturers took up the business. The Oneita and Gem styles both buttoned across the chest, were among the first and for several years were very popular as ladies' garments, having no buttons under the corset. These styles, however, were supplanted by the button-to-the-waist and the low neck styles having no buttons at all. Other styles, too numerous to mention, appeared, but the improvements were largely in the finish, all following the same system in knitting and shaping of the garments on the machine, the using of the plain stitch

for ankle and waist and tuck for leg and bust. The sleeves were knit in the same manner on smaller machines, and a gusset seamed in to increase the width of the armhole. The greatest objection to all these styles of suits was that they gaped open in the seat, there being no way of increasing the width across the hips as the machines were limited to knitting only two widths, the plain being narrow and the tuck stitch wide; and besides the tuck stitch was not as elastic as the plain stitch.

In 1897 the Globe Knitting Works of Grand Rapids introduced the tailoring system in the manufacturing of union suits and brought out a full line of men's, ladies', boys' and children's tailor made union suits. This system had many advantages and eliminated all the undesirable features of the old system. The web was knit plain into a finer texture, giving the fabric more elasticity, and cut to shape after patterns in the same manner that a tailor cuts a suit of clothes and except for the seams and selvages on cuffs and ankles, the full fashioned suit was duplicated and in many respects improved upon.

Both the full fashioned and the tuck stitch systems depend largely on the knitting machines for uniform proportions; the new system knitting machines produced plain webbing only, which after being knit, could be washed, shrunk, bleached or dyed, and when the webs were properly processed the union suits cut from these fabrics would retain their softness, elasticity and shape and with ordinary care would not shrink or in any way become uncomfortable. It may be well to mention that in so processing fabrics worsted and merino fabrics improve in appearance, whereas cotton, mercerized and linen lose some of their luster. Regardless of appearance, however, all fabrics for union suits should be so processed. Another system of knitting was introduced by the Vassar Knitting Co., of Rochelle, Ill., made possible by the invention of automatic knitting machines for producing full-fashioned garments. This product is mostly confined to medium and heavyweight suits, which are very popular with the better trade.

Machinery has played a prominent part in the development of union suits and special machines have from time to time been invented to insure the durability and appearance of the finished garment.

Recently an effort was made to induce manufacturers to adopt a standard of sizes and proportions, but, unfortunately, this proved a failure, due largely to the meager knowledge

which the Committee so appointed had on the subject. In the meantime manufacturers realized the importance of producing union suits from web properly processed and of certain standards of sizes, and succeeded in reducing misfits and consequent unsatisfactory wear to a minimum. The average product of union suits today shows a wonderful improvement over former years.—E. A. Clements in Dry Goods.

Our Young Barbarians at Play.

Father: Why are you moping about the house in this trying manner? Why don't you go out and play with Harry Higgins?

Son: Because I played with Harry Higgins yesterday, and I don't suppose he's well enough yet.

Costs Little—Saves You Much

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

We are manufacturers of Trimmed and Untrimmed Hats

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

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

EXTRA SPECIAL

We offer for Thursday, Friday and Saturday, July 28, 29, 30
(these three days only) at special price

Coloma Staple Gingham 4 $\frac{3}{4}$

Worth 5 $\frac{3}{4}$ —pure Indigo. Full line of patterns.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

Grand Rapids Dry Goods Co.

For the Fall and Winter trade we are
showing a new line of

Fleeced Blankets Wool Blankets
Comforters Bed Spreads
Outing Flannel Shaker Flannel

A large line of
Fleeced Dress Fabrics

A new line of
Popular Priced Wool Dress Goods
in all the new and staple shades

Exclusively Wholesale
Grand Rapids, Mich.

N. B.—We close at 1 P. M. Saturdays

Development of the Silk Industry in America.

One of the oldest industries of which there is any historical record is the cultivation of the silk worm. Discovery of the enormous possibilities of turning to commercial account the peculiar activities of this little worm is claimed by the Chinese. The discovery was made by Hoang-Ti, third Emperor of China, about 1700 B. C. Methods for reeling and weaving the raw silk were quickly devised by these pioneers of the enormous silk industry. The wily Chinese preserved their secret, however, for over two thousand years.

The silk industry has never been able to obtain a foothold in America, and the production of raw silk for commercial purposes has not been a financial success. In 1622 an attempt was made to introduce the industry in the State of Virginia. Connecticut became interested in the possibilities of silk culture in 1760, and for many years led all the American colonies in the amount of silk produced. In 1769 Pennsylvania, New Jersey and Rhode Island became interested. During the Revolution the industry in this country died out, but an attempt to revive it was made in 1826, and a great effort was made at that time to place the industry on a paying basis.

Owing to the exceedingly cheap labor of Asia and the comparatively cheap labor of Europe, it was found impossible to compete commercially with these countries, and all attempts to make a paying industry out of the breeding of silk worms in this country have been abandoned. What little silk is raised at the present time in this country is done solely for a pastime or for the indulging of a hobby, and it is doubtful if the total amount of silk raised here would keep one of the great American factories busy for much more than an hour.

The leading Asiatic countries in silk production are China and Japan, and Italy and France in Europe rank among the first countries in silk production, with Italy slightly in the lead.

France leads all Europe in the manufacture of silk fabric, with Lyons as the center of the trade.

America, however, easily takes first place among the nations of the world in the manufacture of silk, and uses annually over one-third of the entire world's production. In 1909 this country used in excess of 19,000,000 pounds of raw material, while in 1868 but 500,000 pounds of raw silk was imported. Thus may be gathered some idea of the rate at which this industry has been increasing.

The value of our annual importations of raw or reeled silks is between \$70,000,000 and \$80,000,000, and now over 70 per cent. of the silk fabrics in use in the world are manufactured in the United States. The amount spent by the consumer annually for silk materials in the entire world reaches the enormous figure of \$600,000,000.

The silk business has reached its highest stage of development in this country and at the present time there

are in operation over six hundred silk mills in sixteen different states.

In addition to weaving of the numerous silk cloths and fabrics, an enormous industry has been built around the manufacture of sewing and embroidery silks. Improvement in the mechanical operation of manufacturing silk has been unusually rapid and has been largely instrumental in keeping the cost of the finished product down to a minimum and thus encouraging the more general use of silk and silk materials. In addition to the rapid strides that have been made in methods of handling raw silk, it is interesting to note that now it is possible to develop approximately thirty-five hundred distinct shades of finished silk. E. C. Young.

Merchant Could Not Keep His Employes Because—

He adopted slave-driving methods. He took no interest in their welfare.

He was arbitrary, captious and unjust.

He always appealed to the worst in them instead of the best.

His policy was to get the most work out of them for the least wages.

He regarded them merely as a part of the machinery of his business.

He resented the idea that his employes should share in his prosperity.

He used them as safety valves to vent the spleen of his drastic moods.

He humiliated his employes by rebuking them in the presence of others.

He never trusted them, but always held suspicious thoughts toward them.

He killed their enthusiasm by finding fault and never praising or appreciating them.

He tried to make them feel that neither he nor his business owed anything to them.

He stifled ambition by treating the careless and the thrifty alike.

He never asked himself, "What is the matter with me?" but, "What is the matter with my help?"

He constantly made them work overtime without remuneration, but if they were a minute late they were fined. O. S. Marden.

Don't Be Afraid of Overdoing.

The clerk who is afraid of doing more than he is required to do is sure to fall down sooner or later. In order to keep at the top one must take all things as they come and solve them once and for all. Retailers are sometimes accused of laying down before the advances of a competitor and it is usually because of this that the new man gets his hold upon the trade. Just keep everlastingly at it all the time and do the best you can and you will find it will pay you many times over. If your enthusiasm gets to the boiling point over some plan or other, don't be deterred from trying it out, but go right ahead while the spirit is in you and it will probably be a huge success. If you wait, you will begin to be a doubting Thomas and the plan will not carry your own support.

Receipting Before Checking Up.

Our attention has been called to a practice which must be classed among the careless details incident to lax methods of conducting business, namely, the neglect or failure on receipt of a bill of goods from a truckman or expressman to receipt the bill without first checking it up. This is one of the most careless practices entering into the details of mercantile business. Of course, under the law a truckman or a common carrier is supposed to be legally responsible.

The theory is that he can be held responsible through process of the law for any damage to goods or loss of goods, but after having signed a receipt to the effect that so many packages or bundles or boxes or cases have been received it is a pretty difficult matter to reopen the case and charge the carrier with having delivered less than the receipt called for. There is nothing much more conclusive than a receipted bill and the way to avoid carelessness, mistakes and misunderstandings is to see that the thing is right in the first place.

In other words, do not receipt for goods without first checking them up and do not sign anything without having first carefully read it and making sure that you understand it. Many a man has signed a document without reading it, or, at least, after having read it only very casually, and afterwards found that he had signed an order for goods or a promissory note. Never be in too

great a hurry to give proper care to your business.—Farm Machinery.

Chance For Bright Young Man.

Wanted—By the superintendent of a factory, a young man to assist him with the minor details of the business; one who can write a letter when told what to say; one who is not afraid to hustle around from one floor to another without waiting for the elevator; one who is not a shirker, a clock watcher or an ass; one who would not expect a raise every two months or to be President of the company in a year; in short, a young man who has in him the possibilities of a first-class man; a young man from the country might fill this position. State age, all about yourself, and salary expected, to Manufacturer, box 345, Herald. A photograph might help us in selecting the one we want.

Be True to the Firm.

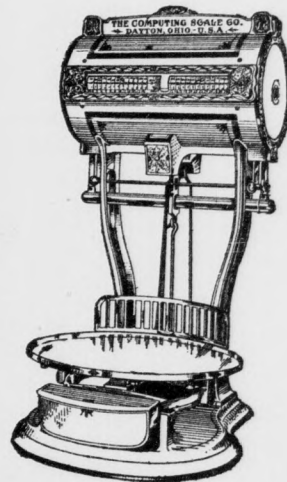
Stand pat for the firm. The fellow that knocks the man that pays him his salary is a poor apology for a clerk. He isn't fit to associate with decent people. Shun him. Praise your store. Stick up for it or get off the pay roll. Generally speaking, the knocker is a bad proposition, but when he knocks his store he comes pretty nearly being a hopeless case.

The clerk who wants to own his own store some day and yet kicks on working five minutes overtime does not know what it means to run a store.

NOTICE

We are sole and exclusive owners of the fundamental patents covering the manufacture, sale and use of barrel-shaped computing scales, disclosed and covered in

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



Warning

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

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

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

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

The Computing Scale Co.,

Dayton, Ohio

Moneyweight Scale Company, Chicago
Distributors

MODERN MERCHANDISING.

Merchants Should Learn To Love the Game.

Written for the Tradesman.

The demands placed upon the storekeeper by this age of progressive merchandising are exacting. And that is putting it rather mildly. The vedy genius of the restless, pauseless age demands evermore of the retailer (no matter what line he is in) something new and different.

And this is not a situation peculiar to the large cities—although, of course, we see the thing at its acutest expression in the big centers; but the demand for the new and different is felt even in the small towns and cities. This demand for the novel either puts a merchant on his metal—or puts him out of the business.

In this good year of grace, 1910, successful retailing depends more than ever before in the history of merchandising upon originality—the ability to work out new selling plans, advertising ideas, window effects, etc. Resultful planning is not merely a condition of growth; it is the very sine quo non of existence. People have witnessed so many brilliant trade-winning efforts on the part of dealers in practically all lines of retailing they have come to regard such things as their right. Just because this modern, high-gear life of ours keeps one in a state of perpetual excitation, commodity-consuming folks expect the unusual and the sensational.

The truth is we live in a new era—a busy, rushing, perpetually on-moving age—vastly different in many particulars from the old-time regimen of leisurely customs, rule-of-thumb methods and circumscribed ambitions. There are those who are apparently unmindful of the new order of things. But these are not the big, prosperous dealers of to-day. And there are those who deplore the change which has come over the spirits of men, and look back wistfully upon the days of simpler methods, less speedy progress and more moderate requirements. They miss the personality-features which once characterized the business intercourse of men. "Where, to-day," they ask, "is the bonhomie which once signalized the traveling man and his customer? Where are those countless little courtesies and amenities which once marked the relations between the merchant and his clerks? Where, in the swirl and sweat of the hurly-burly world, will you look for those rare, mellow friendships between retail dealers and their patrons?" Gone. Everybody's too busy. Every blessed, blooming hour of this high-tension life must witness either some old task finished or some new work inaugurated. The fever of haste has infected the entire social body; and men have not time to say grace before they eat.

The past is gilded with a glamour of romance more picturesque in the seeming than it is substantial and valid in actuality. For literary purposes the past is indispensable. It can be colored with the pigments which the artist happens to have in stock. The historian paints his word pictures

and then invests them with glory-tints analogous to the evanescent colors of the western sky as the sun is dropping behind the horizon. And the novelist conjures the past with a wizard's wand; and in the soft, romantic light of memory's witchery we do not see the mole on the heroine's temple—she's probably so maneuvered a few tresses of that wind-blown, glorious hair so as to make our oversight of it designedly natural—nor do we take note of the actual tilt in the dear girl's nose. Thus doth fancy play us tricks; and the past is forevermore fairer in retrospect than it was in sober truth. Thus the collateral benefits of the old-time storekeeper—his pleasant environments and his alleged integrities—are very easily exaggerated.

Modern Business a Big Game.

It is always easier to linger over the glories of a bygone day than it is to grasp the possibilities of the present hour. But I want to say to you that concentration beats retrospection all hollow. Happiness is not contingent upon inactivity or mere pianissimo performances. And it is seriously to be questioned whether the man who is lazy by temperament or through the anaesthizing influences of soft environments is capable of being genuinely happy. Dulcet strains, lotus lands and downy pillows undisturbed by any contemplations of to-morrow's tasks may bleach the skin and produce a crop of anaemic dudes and scatter-brained girls; but such environments will not produce anybody with sufficient vitality to be genuinely happy. It takes full-blooded life and stressful activities to create the conditions of enjoyment.

Last night I sat on the veranda talking with a young man who is at the head of a big new department in one of the largest manufacturing plants of its kind in the country. Their rating is over a million; and they have branch houses in Buenos Ayres, London and St. Petersburg. They have an excellent output, a modern plant and a corps of live-wire fellows on the road. Their business for June exceeded the June business of 1909 by something over \$20,000—and that is not a bad showing by any means.

But what interested me primarily was this young man's attitude towards the big concern of which he is a part—his evident relish for the great business game into which he is throwing himself with all the fervor and passion of his manhood. Proud of his firm? Well, I should say so.

Proud of his department? He says his wife is positively jealous of the business; says she sometimes chides him for love and devotion which he gives to the business.

Three year ago when the department was first started my friend was placed at the head of it. The department grew normally out of a practical necessity. An auxiliary product was required, and, although my friend had never had any practical experience in the manufacture of this class of goods, he was picked as a coming man. The boss said to him: "Well, Moore, I know nothing about this business (i. e., the manu-

facture of the new products)—none of us do. And while you haven't had any practical experience in this thing you'll get experience by learning how not to make mistakes. Now this department has, it seems to me, big possibilities. You can make it just as big as you are a mind to. We are right back of you with the money; but remember that you are the head of this department; and don't forget that results are what we want. So it's up to you to get us out the goods—just as good or a little better than our competitors', and then show some sales records that you will be proud of."

That was three years ago. To-day that department is one of the best departments in the whole business. In a short time they are going to move it into a separate building which is now in proces of construction—a building which will give them six times their present capacity.

Now do you suppose that young man has, during these three eventful years, been chafing under burdens grievous to be borne, eating the bread of discontent and pining for the cozy comforts of a tranquil, caseful life? Not a bit of it. He has been both busy and happy—and happy because he was busy. He has taken a profound personal satisfaction in the development of his department. "By George!" he exclaimed, "business is a big game! Talk about playing the ponies—business beats that. Why, I just love my work; and that office of mine, next to my home, is the most fascinating place on earth." That's the way I like to hear a man talk about his work. Sentiments of that sort show that there's a real man back of them—not one of your make-believes, your pseudo-sort, your whining-sissy-variety, who are always leading around the idea that they could play the deuce if they only had a chance.

Causes of Current Discontent.

I have always maintained the thesis that man ought to take joy in doing the thing under the sun which his hands find to do. This joy-factor is prerequisite of downright good work. A man ought not to be moved to his work by the application of sole leather to the nether part of his anatomy—as many of the boys are to-day—he ought to be in love with his job. He ought to go to his task with something of the exaltation which the young man carries in his bosom at the time he goes a-courting on a moonlight evening. When he gets to feeling that way about his work there'll be something doing. Love is resourceful. Whether the immediate problem in hand is that of laying siege to a damsel's heart, or plunging into the enemies' country in quest of sales, love helps us to find a way. Incompetency is at bottom indifference. Create in a man the vital spark of personal interest and devotion—Simon pure love for the work—and by and by you'll have a valuable man.

Work seems prosy to boys behind the counter nine times out of ten because they are not interested. They haven't learned to love the work. Haven't you seen salespeople who

seemed to exude a sense of boredom?—your blase, nonchalant sort? Or those who approach you with polite tolerance or injured top-loftiness? Did you ever see that dreamy, far away, sailing the Vesuvian Bay look in the eyes of a department store sales girl? Isn't it fetching—especially when you are in a hurry to make your purchase and catch the 5:20 car?

Another prolific source of discontent which men profess to find in modern business lies in the fact that they do not keep the work cleaned up as they go along. They let it accumulate upon them. Procrastination is a remorseless thief. What about that advertisement that you promised yourself yesterday you would write this morning? Did ou write it? No. Didn't you have time? Yes. "Well, I will write it to-night," you say, "or in the morning." It is these countless little things which we don't do when we ought to do them that make us chafe. After closing hours; at the dinner table, when of all places on earth we ought to be happy and care-free; out on the front porch of evening with one's family and friends—anywhere and everywhere—these unfinished jobs are bobbing up. The thing to do is to clean up the odds and ends as we go along. And another good method to avoid this worry-element is to plan one's work ahead and then go over the plans from time to time, rounding out imperfections, filling in little details and looking at the proposed project from every conceivable point of view. The value of this method—at least one of the most evident values of it—is that so much that we see and hear and read in the meantime can be made contributory to our proposed project. The dealer of whom it may be said: "All is grist that comes to his mill," is the dealer who blocks out his plans—makes hoppers out of them, figuratively speaking, then pours in the grain—the accumulated and daily accumulating ideas, details, tips and whatnots that he reads in his trade paper, extracts from the salesmen who visit him and observes in merchants about him.

But the one fact that emerges, I trust, from this discussion—the one fact that the business man of to-day can not afford to forget—happiness, is not an outward condition but an inward quality. Old-time storekeepers had their troubles, and don't you forget it. Some of their goods did not make good, and they had kicks coming from disappointed consumers—kicks of all kinds, sizes and varieties of asperity. Their customers sometime departed between days, having carelessly forgotten to pay their bills, just as some of yours have done. Don't think that you have a monopoly on trouble. You have not. Merchandising never was the easiest thing under the canopy. Retailing goods at a profit isn't a cinch anywhere at any time. But you needn't let your business drive you dippy unless you're in mind to. And you don't have to be cross and boorish and joyless unless you really want to. You can master your work if you will. You can plunge with all your mind

Bigger Values in National Cash Registers

Are made possible by the 34% INCREASE in our business last year over any previous year

WE expect a **greater** increase this year than last. It is through this greatly increased output that the present **better values** are possible. You get **more** for your money in a National Cash Register today than ever before.

Detail Adding Registers, fully guaranteed, as low as \$15. Improved Total Adding Registers as low as \$35—easily within the reach of every merchant.

Do not be deceived in the belief that National Cash Registers are high in price.

Let us send you our Catalogue, which will convince you that National Cash Registers are **low in price—much lower** than you think.

Over 800,000 are in use, because they **save more** than they cost. Prices as low as \$15. Easy monthly payments.

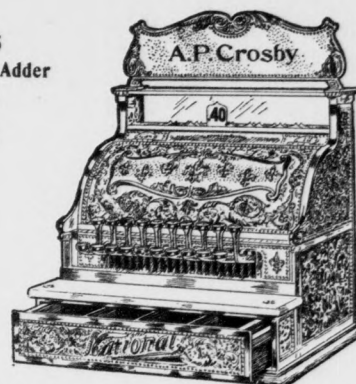
Write for Catalogue and prices and other information that will be of benefit to you. This will not obligate you in any way.

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

and heart and soul into this big, fascinating game of modern merchandising and get all the fun out of it you please. You can enrich your life and make happy everybody with whom you come in contact. You can cultivate the graces and amenities. You can form your friendships and be such a downright good fellow that everybody, including the undertaker, will be sorry when you are dead. But you can not do it unless you love the game.

Eli Elkins.

The Boys With Whom the Grocer Deals.

Written for the Tradesman.

Many a boy obtains his first ideas of business at the grocery. It is often the first store that a child ever visits. It is one of the first places the boy is sent to transact business. The grocery is intimately connected with every home, and the grocer may be nearer in his relations to the family than any other one with whom they deal. He is not only a faithful servant, but an accommodating neighbor, a trusted adviser and friend.

How important then the position the grocer holds! What an influence he may exert for the good of the boys if he will! The instilling of right principles in the boys and the forming of correct business habits may be carried on unconsciously but surely.

Any one who understands the arduous labors and multiplicity of cares of the ordinary grocer will not suggest additional effort on his part. There are times, however, in the life of every business man when it is well for him to rise above business cares and think somewhat of his relations to his patrons as neighbor, friend or fellow citizen. His attitude toward his customers, his methods of transacting business, his manners, his personal characteristics, all have an effect upon those with whom he deals. What an honor if he is looked upon as a model by the boys! What opportunities if he is looked to for advice and guidance!

The home training of some boys may be deficient or undesirable. The grocer has some opportunity to help correct the views of some who are being thus misled or neglected. It is a duty which is sometimes forced upon him, and thus becomes a responsibility which he has no right to ignore. There are occasions when he can not say that it is none of his business what the boys do, how they act or what they appear to think. The conversation of boys in the presence of the grocer or in transacting business sometimes reveals the fact that they are growing up with false notions of right and wrong, with perverted views of business principles. The grocer may find ways and opportunities to suggest what he believes to be right and to point out the evil results of the wrong.

The grocer need never look for fields to engage in philanthropic work. The needs are about him daily. It is for him to take time to consider these things and make plans how he shall use the opportunities which are his.

E. E. Whitney.

VACATION TIME.

How the Hoosier Storekeeper Would Improve It.

Written for the Tradesman.

After the Fourth of July and before the fall stuff begins to arrive is generally considered an ideal time to take the needed vacation.

"What's that?" "You can't afford it?"

"Why, man, you had better sell out the old store than to say such a thing, if it is true."

The truth of it is simply this:

Storekeepers don't know how to take a vacation. You may dispute this assertion, but I still reiterate it: "You fellows who like to boast about never taking a vacation are making the mistake of your lives." Machinery needs rest. Man is a machine. Hold on now. If you are going to go away and fret and stew about business and worry your head off about how things are going at the store while you are away—better stay at home. Don't go! But you need the rest, both mental and physical, and while we are talking about rest—how many of us know how to rest? Mighty few! The old adage, "Change of work is rest," comes the nearest to it. When I say take a rest, I don't mean for you to sit still and do nothing. Don't you remember how your dear old grandmother took her rest? After she had been trotting around all day—stopping never a minute until the good old pumpkin pies and the famous cookies had been baked, and those big old-fashioned loaves of bread had been taken from the oven, the floors all scrubbed up until you would have been safe in sitting right on the bare floor and eating any of the good things, when the dear old lady was all through the day's toil and everything spick and span—did she rest? Oh, yes; but not by sitting quietly down and folding her hands. Don't you remember how she took up her knitting and how the needles fairly flew! That was rest—that was change of work—but it rested the dear old soul; and so can you rest by changing your work. For instance, you can fish—not like the lazy fisherman who sits on the banks all day waiting for a bite—you can get your rest by rowing the boat; you can rest your brain by thinking only of the finny tribe; you can rest by casting for the gamey bass. Never mind, suppose you don't get a strike, you come in as hungry as a wolf. You get tanned brown. You get blisters and you get mosquito bites; but you get the kind of rest you need. When you get back to the store everything looks better to you. Even some of your old shelf warmers don't seem to be so bad after all and you are ready to jump in and break the past years' records for sales. You have more ambition and a brighter brain. Resting, according to my notion, does not mean folding the hands, closing the eyes, lying down and sleeping your head off. While, of course, a little of this may help in some cases to relieve overtaxed brains and soothe overwrought nerves, yet it always seemed to me that too much sleep dulls the brain.

Sitting down rests tired feet, but a good tramp through the woods, shooting squirrels, is the kind of rest I would prescribe, especially for the storekeeper. Look in the glass. Why, man, you are aged beyond your years. You need the vacation spirit; you need the vacation talk. Get out your old fishing tackle. Clean up the old shotgun and clear out for the tall timber. If you don't get this vacation spirit strong enough to get some real recreation alongside the water or in the woods, then, as a last resort, if you can find "no time" to spare, take the first train and go and call on some good stores in the interest of your own store, just to brush up and gather pointers on store management, store arrangement, store decoration and store fixtures. You will be benefited in other ways. Your talk will naturally drift to buying and here you will gather enough information to pay for your time and all expenses. Don't imagine that you have a monopoly on all the good things that are going. Other dealers are quite as alert and they, too, are looking for the very goods you want. The interchange of ideas is invaluable. This is genuine cooperation. Business men should mingle together. This new idea of business association is taking like wild fire. It should have been started years ago. Your problem and your neighbor's problem are practically the same.

Why not bury the hatchet and pick up the horn and all boost the old town for all you are worth? First of all, take your vacation. Break away from the daily grind. Get away—I do not care where—go some place, enjoy yourself and forget about business throw away every care and worry—forget them. Get those little worries off your mind, and when you get back home you will feel like a new man. You will gain strength and steam.

Competition is getting keener and more fierce all the time. You will need more vim and more energy in your business. When the boss is lively and stirring it puts life into the clerks. The result is not hard to guess.

Your business will show improvement just as your health will be benefited. A chain is no stronger than the weakest link.

Here's wishing you a royal good time while you are out in God's bright sunshine, filling your lungs with good fresh air, working up an appetite such as you haven't had in months. What's the difference if you do spoil a few clothes or come in without any game or do fall out of the boat! What do you care if they do laugh when you pick your way over the sharp stones, even if that awkward bathing suit does attract attention. Never mind, you are a boy again, even if you are not back at the old swimming hole. Don't you care a rap. You are out for a good time. You have earned it. It's yours to enjoy. Wade in!

Hoosier Storekeeper.

It is the seeking of the best that makes us dissatisfied.

The Philosopher on the Road.

Dusty Rhodes: Well, Weary, we hoboes has one great advantage over these poor millionaires, anyway.

Weary Waggles: How's that, Dusty?

Dusty Rhodes: Why, when we leave our winter quarters in the county jail we don't have to tip nobody.

The superstition of the savage in civilization is just as bad as the whiskey of civilization in the savage.

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

Hot Graham Muffins

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

Wizard Graham Flour

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

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



Are You a Troubled Man?

We want to get in touch with grocers who are having trouble in satisfying their flour customers.

To such we offer a proposition that will surely be welcome for its result is not only pleased customers, but a big reduction of the flour stock as well.

Ask us what we do in cases of this kind, and how we have won the approval and patronage of hundreds of additional dealers recently.

The more clearly you state your case, the more accurately we can outline our method of procedure. Write us today!

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



SONG OF DISCONTENT.

When Unhappiness Cries Aloud To Be Consoled.

A hundred years from now, dear heart,
We will not care at all;
It will not matter, then, a whit,
The honey or the gall.

A bit of logic, this, which opens to us a great vista to speculate upon. It would seem a fitting inscription upon the shield of Vagabondia's kingdom, a motto quite appropriate for those peculiar denizens who have left the beaten ways of life to blaze an uncertain trail of their conception. But of its value, this tinkling verse, of its worth and applicability to our own needs, here we must leave the world of romance and rest awhile beside those hard, unfeeling facts which constitute the great universe's lexicon. It has been ordained that only in fabled song might men live to the measure of this metre. And of those who would not have it so, let their harvests speak whether or no it were well to depart from that which is greater than mere desire and more vast than personal belief.

It is a song we sing so often when unhappiness cries aloud to be consoled. On faith it is blamed, this crushing sorrow, and now is taken up, with hungry hope, the ballad of the defeated man. It might well be termed a song of discontent, for none who are happy, truly happy, can find comfort in the repetition of what, at best, is only a balm to cover the aching places beneath. Sadness seeks relief and finds what is desired in a song that would blind the singer and keep from him the most vital, most essential truths upon which his existence and the pleasure he derives from that existence are built.

We live to-day that to-morrow may be. We plan until the end, and without the hope of a to-morrow we could no longer exist. From the future is drawn most of the world's pleasure and to this end does the mind run in the planning of its happiness. Something keenly desired begets anticipation, and it is in this temporary stage to the fulfillment of desire that the individual derives the major portion of his joy. Realization often means disappointment which weighs upon the memory of that so wished for. But the pleasure lay in what was to come and thus to the future may we always look with anticipation.

These people who live according to the theory expounded in this verse, I wonder if any form of genuine happiness is won from their creed and its exploitation? Is it not self-deception which they are practicing upon themselves? And will they not, sooner or later, discover that this consolation is of poorest quality, bringing to them the faintest substitute of what exists for the man who believes otherwise? It seems only a way to evade the places difficult to surmount that lie in the roadway. And what makes it all the more fallacious is the singular regard that is held by all who observe. None is really deceived by such a show of disregard, not even the individual himself, try although he will to generate some belief in his vaunted care-free spirit.

Those who would put it forward as an argument or excuse for something irregular, always they are people who are just a little different. It seems the first resort of one who would stoop to things beneath him; perhaps it is his method of easing conscience. "What boots it, a hundred years from now?" What an old song it is! When all smooth words are failing, when peace seems an impossibility to obtain, we may still rely upon this ready consoler. It is, to me, the sort of cheer one might offer when every other hope has died. We are not interested, perhaps, in the events of a hundred years hence, but some of us have a goodly portion of the intervening years to take account for. They have to be lived and what we are doing while we are living makes just a little difference in the summing up.

When wishing explanations, seek motives. These clear all things that disturb. So when next your eyes fall upon one who neither cares nor says he does not, look over carefully the points about him. Has he toiled and accomplished what that labor was intended for? Has he lived his life that all might scrutinize the most hidden places? And if he has, he will sing no song such as this one. Those men never do. But if effort was only half extended and nothing showed for even that small exertion; if he rode ruthlessly over each barrier and tore his way with whip and spur over hedges that are not to be taken at full gallop, then listen to his song, for here is one who sings it well.

There is no feeling of pious devotion in the assertion that only the best we have to give is worth giving. We need no spiritual influence to tell us that in the end there's only one way. I do not think that any of us are ever very much in doubt about it; we are merely latent in realizing what it means to ourselves. Maybe we've been singing that little song, too. It has its attraction, I will grant. So easy it seems to fall into the way of its measured time, to make it sound like a very, very real truth. But we have only to look at the quality of our handiwork, the work of our thought, the purity of our intent, to know and understand how demoralizing its effect has become on our work itself and the influence that has been extended to the working of our brain. It isn't a belief that is worthy of men who dare to try again; it is not knowledge that brings any great share of happiness. It is only a little day dream that is going to be awakened some time or other, and the fallacy of what it wishes us to believe will stare us straight in the face.

Where would our progress be if men made it a universal slogan? We would not have made a move in advancement. But folk have always believed that it mattered a hundred years from their time, and it is a good thing for us that they did. If we care or not for that which is to come five score years from now; if it's all a rose-hued dream of to-day with never a thought of the morrow, here begins and ends our hope of happiness. Just at this place stand

discontent and its antithesis; here opens the way to artificial, unreal and sodden existence; there lies all that is human, unselfish and genuine. Oh, it does matter! Matters so much that one marvels to find the existence of doubt, the faith in this ragged ballad of Bohemia:

A hundred years from now, dear heart,
We will not mind the pain,
The crimson, throbbing love of life
Will not have left a stain.

Richard C. Boehm.

Building a Better Job.

Men are the creators of their own destinies.

It is the man himself more than the mere job that he finds open to him that is the great factor in his future.

Men build jobs for themselves.

Jobs are not built for the man.

Whether you are the owner of a business or one of its force, you are in the notch that you have carved out for yourself.

If you are successful, you have only yourself to thank; if you are progressive, "on the way," building, creating—you, individually, have done these things.

But don't rail at the other fellow because he is better off than you are.

Don't knock the man who is holding down a better job than you. It is his job; he made it and is entitled to it. He has proved himself able and has carved his way in the business world. He created his job. If you want one like it, or one better than his, you must "originate" it. "form it out of nothing."

Taking the Other Fellow's Dust.

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

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

Be True To the Firm.

Stand pat for the firm. The fellow that knocks the man that pays him his salary is a poor apology for a clerk. He isn't fit to associate with decent people. Shun him.

Praise your store. Stick up for it or get off the payroll. Generally speaking, the knocker is a bad proposition, but when he knocks his store he comes pretty nearly being a hopeless case. W. E. Sweeny.

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.



Dangers Attending the Bride as a Reformer.

Written for the Tradesman.

Of all the brides of Jung probably there is not one who is not trying or will not try to break her John or Fred or Henry of certain habits or peculiarities which are distasteful to her.

This reforming tendency is not a bad thing in itself; in fact, it is a very good thing. When two people are to walk a long distance together it makes it far easier and pleasanter for both if they get into a way of keeping step. The wise little bride will "get a going" with her corrections before the honeymoon is over, for then the young husband will be very glad to drop off any little idiosyncrasies of speech, manner or conduct of which, perhaps, he is hardly conscious, but which, not being in good and correct form, get on her nerves.

Happy the pair with whom it is in minor matters only that either one must make changes to conform to the likes and wishes of the other. For where the great fundamental ideas of right and wrong are not the same, where the husband's standards are low and his aims ignoble, then it were better the nuptial knot never had been tied. Rare, indeed, is it that the wifely arms are strong enough to draw him out of the quicksands of false principles and bad habits and plant his feet on the solid ground of moral rectitude.

To return to reform in small things: Generally speaking, a man does not object to being reformed a little. He rather expects it. He knows he is not perfect and realizes his unworthiness. The normal male creature is, to use a theological term, "under conviction of sin" all the time. So he does not take it unkindly when She, the great incomparable—She whom he has chosen from all others—gently suggests the desirability of improvement in some of his little personal ways.

I say gently suggests. I might well add thoughtfully and discriminately and tactfully and in a manner suited to his individual temperament. For success or failure depends almost entirely on the way She goes at it. Some women will put up with an annoying trait until the very limit of endurance is reached. Then there is a violent explosion. The man, taken entirely by surprise, naturally resents such "an awful fuss over nothing" and is not in a mood to make concessions to such a display of childish wrath. Had the wife called his attention to the matter while she could have done so quietly

and without loss of self-control very likely instant and cheerful amendment would have resulted.

Every man has his sore points—certain topics to which he can not bear reference; certain peculiarities about which he is unduly sensitive. Some women (not brides only but those who have lived with a husband a score or more of years) never can learn these, but go crashing along, hurting the poor fellow's feelings and wounding his pride continually. Such work as this simply makes the average man more "set" in the thing you are trying to change.

Right here permit a brief word of advice: Little woman, if a kind Providence has given you a good, steady, industrious husband, who toils faithfully in your service, for whom "down town" has no allurements after business hours are over, but who is well content to remain at home reading newspaper or magazine, just show a tiny bit of good sense and make up your mind that your man is about right as he is and does not need much reforming. Don't "take the comfort out of his comfort" by nagging him because sometimes he throws his hat down instead of hanging it up or is a little careless about his grammar and says "ain't" and "hain't," or because he kicks on wearing cuffs every day.

Roman Catholic theology discriminates sharply between venial sins, such as may readily be excused and pardoned, and mortal or deadly offenses. She is a wise woman who can make a like distinction and does not keep dinging away about some trifle that is largely a matter of individual opinion and not of vital moment anyway.

As to carelessness and negligence and disorderliness about the home, those common masculine delinquencies so distressing to the neat, systematic woman, there is a better method to deal with them than a continual fretful, "Don't do it so," or, "Please put that article back into its place." If the bride has the ability so to administer the affairs of her household that it may be likened to a smoothly running, nicely adjusted machine, then the husband will fall into ways of system and order almost without knowing it. If it devolves upon him to attend to the furnace and buy certain supplies, he will see to it that these things are done. Since his meals always are on time, it is only reasonable that unless he is unavoidably delayed he always should be on time for them.

From the readiness with which a man falls into the habit of saying to his wife, "Mary or Jenny or Katie

(as the case may be), will you get out my shirt and stockings?" when he wants to dress, it would seem that in some previous state of existence every mother's son of them belonged to royalty and had courtiers and valets and lackeys at every turn. A man does love to be waited upon. Nevertheless, since it may not always be convenient to assist him, it is desirable that he get into a way of taking out his own belongings. It ought not to be difficult for him to do this, provided he has a dresser devoted exclusively to his things, and his garments, carefully repaired and made ready for use, are always placed there in a certain order. But if confusion reigns in closets and drawers, so that the bewildered man has to handle a hopeless melange of Her collars, belts, rats, puffs, switches, blouses, veils, gloves, handkerchiefs and lingerie and still can not find what he is looking for, or finds it needing repairs before he can wear it, then the "Mary, will you get out my shirt?" may be regarded as inevitable.

"As unto the bow the cord is, so unto the man is woman." A habit or tendency which she may not be able to eradicate entirely, she may have the power to curb and keep in check. Of some thousands of brides whom I have known to try it I can recall five or six, may be a dozen, who have persuaded their husbands to forego tobacco for good and all. But there are many wives who do, and countless more who might, if they had the tact and skill, hold their husbands to a moderate use of the weed and prevent their becoming filthy, excessive and obnoxious to others in their indulgence.

Even in more serious dissipations, that the wife often has a great restraining influence is proved by the rapidity with which many a man "goes down" after he loses by death the companion who has been in truth and actuality his better half.

Now, little woman, let me bring out one fact that will be hardest of all for you to grasp: The reforming must not be all on one side. You have your faults and failings (do I see your eyebrows lift slightly in astonishment?) and in this matrimonial school in which you have just entered you must take as well as give correction.

One reason why it is so unwise for a young couple to "live with the old folks" is that it makes all this modifying process one-sided. There are three million other reasons why this rock on which so many newly-launched matrimonial craft have gone to ruin should be avoided, but the one just given is enough to convince any sensible married pair. If the newly-wedded go to her family, then all hands turn in to make the young husband over according to their pattern. If they try living with his folks, then the little bride has no chance whatever to assert her own individuality, but is kept busy conforming to their long-established standards.

To resume our theme, as I have hinted, it is most difficult for a wom-

an who is a sort of model and is correct and precise in all her ways to realize that, in the language of dear old Widow Bedott, "We're all poor critturs," she with the rest. The sin of self-righteousness comes natural to this type of woman. She seems always to be thanking her Maker that she is not as others are, shiftless, forgetful and likely to lapse from duty, or even as this arch offender of all, her husband. Of all exasperating women—and they are legion—this particular kind reigns supreme as queen of the whole disagreeable bunch. Very often she marches through life with her head high in the air, blissfully unconscious that she has a single failing, never having been brought to a proper sense of her own imperfections a solitary time in her whole existence.

Doesn't this woman understand how to keep a husband in a state of contrition? Who does not know at least one such man, kind, considerate and forbearing—a perfect model compared with the usual run of husbands—but whom She manages to keep always in an apologetic state of mind, painfully aware that he falls far short of measuring up to standards which she has set unattainably high?

This kind of man does not meet with my entire approval. It seems to me he is not keeping up his side, but is letting his whippetree drag on the wheel in a way greatly to his discredit. When he dies and every one supposes he has gone to a well-earned reward, if I were in St. Peter's place for a little while—a position for which I am vastly unworthy—I should greet him in this wise:

"My good sir, I find that in general deportment while on earth you are marked extremely high; but you neglected one important duty and you'll have to go back. To let that arrogance of faultlessness which your wife always manifested in marked degree grow and thrive and flourish until it was about the only thing on the premises that could be seen or felt, is a sin of omission that I can not lightly condone. You should have done something about that, even if you had to leave undone some of those stunts in patience, forbearance and humility in which you ranked up so remarkably. You go back and take that out of her. Then you may return and the pearly gates will swing wide open for your entrance."

Quillo.

A modest maiden of Mt. Pleasant played Copenhagen at a party the other night, and yelled and shrieked and howled and ran behind the door and scratched the young man's face in seven places, upset a kerosene lamp and kicked over the piano stool, and screamed at the top of her voice; and finally, when he kissed her just on the top of the ear, she fainted dead away and said she could never look anyone in the face again, and they led the modest, bashful maiden home. The next day she ran away with a married fruit-tree agent, with a hairlip and six children.

Ennui is the price we pay for knowledge.



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.

THE YOUNG MAN.

The Part He Plays in the Business World.

The future commercial welfare of our nation will depend upon the young men of business now occupying minor positions in our commercial enterprises.

To become well balanced, capable business men, they must hew their way slowly and carefully, in and out, up and down the maze of monotonous routine and discipline.

They must learn before they can lead.

They must be taught before they can teach.

But here we meet the obstacle that is standing in the way of the success of thousands of otherwise deserving young men—and young women, too.

They want to become the masters of others before they master themselves.

They see eminence and wealth in the business world on all sides of them; they apparently lose sight of what labor and time and patience was employed before such eminence and wealth was acquired; the average young man in business is too hasty in his ambition.

He unfits himself for the higher things in life because he is not content to do the smaller, humbler, less remunerative things. This brings on a discontent and a dissatisfaction that eventually leads to a morbidness of mind which makes the young man almost useless to his employer.

Two-thirds of these business ills and complaints are due either to over-worked imaginations or petulant moods which we allow to control us because we are too lazy to overcome them.

And then again, we all like to indulge ourselves, more or less, in these mental flights wherein we wear martyr's halos.

The self-made halos are at first misfitting, but they are soon moulded to assume the proper shape if we nurse our imaginations sufficiently.

This state of unhappiness and unproductiveness, caused solely by our own morbid thoughts and conjured feelings, could be treated lightly were it not in most cases mentally disastrous.

I have known men and women whose environments, prospects and possibilities should have made them healthfully optimistic and ambitious, but because they had forcibly deceived themselves—because they had made themselves believe that there was no hope or future for them—had changed themselves into listless, unambitious, indifferent individuals.

Nowhere is this unhappy, unfortunate characteristic seen and felt more than in the business world, among that class of employes who are obliged to commence with the less important detail and routine work of a business.

A man with normal faculties with which to think and work, who is always complaining of the drudgery of his particular work; who tells you that everyone else has congenial duties but himself; whose lips are always muttering with that dread

clause, "If I only had So-and-So's work," and protests that his superior doesn't appreciate his work; and who is not content to steadily climb the ladder of hard work that ultimately leads to that seemingly unapproachable last rung, success—this is the man to whom I say with emphasis, "Know thyself."

Tear away those false ideas and hallucinations with which you have webbed yourself; you are being engulfed in a mire of despair and hopelessness that no one but yourself has prepared, and you are getting in deeper and deeper by force of your own controverted mentality or misapplied energy.

To be an employe as a beginner, in the greater majority of instances, may not be an enviable position. There is a certain amount of tiresome monotony, and there are, perforce, conditions of restraint against which we naturally chafe.

It is a question whether we are going to make the best of such a situation, rise above it and acquit ourselves creditably or whether we will accentuate these ailments which we dislike; imagine other wholly fictitious and unpleasant conditions and thus force ourselves deeper into the slough of despondency.

If every employe would "know himself," and not deceive himself in order to pacify whatever turbulent mental state in which he finds himself, his work, his possibility and his individual happiness would improve 100 per cent.

Catering to one's moods shows a mental indolence that bespeaks a lack of character and is decidedly harmful.

It resolves itself into a question of whether you can master yourself or not.

He who truthfully diagnoses his own mind, who acknowledges his own weaknesses and faults, doesn't try to blame others for his lack of ability—this is the calibre of a young man who is bound to succeed in spite of any and every obstacle.

The strenuousness of modern commercialism has produced much that is hard and trying for the employe; but what is to be gained by mentally nursing and exaggerating such conditions?

Yet this is what the employe who doesn't know himself is doing. The man who doesn't know himself is, or will become, a pessimist. How we all dread pessimists. How we all admire well balanced optimists. Particularly do we admire an optimist when he would be a pessimist if he gave way to his feelings.

The employer who sees an employe working happily and energetically at some irksome task that is monotonous and unremunerative will be favorably impressed with such work and will surely give promotion and advancement whenever the opportunity arises.

You may be a minor, unimportant cog in the wheel, but if you are an optimist (and optimism means "knowing yourself") you will make your presence felt by all around you and you will succeed.

This mandate, "Know thyself," is

particularly directed to those who are in the "submerged" portion of the business activities. For these are usually the workers who kill their efforts by deluding their minds.

The possibility of ever reaching the other side of the wall that separates the employer and the employe is to them entirely out of the focus of their imaginative magnifying glass.

They refuse to try to see and work toward it.

But they let their imagination run riot to the other extreme. They picture themselves as hopelessly downtrodden and brood over their trouble, real or imagined, until the elements of discontent control them.

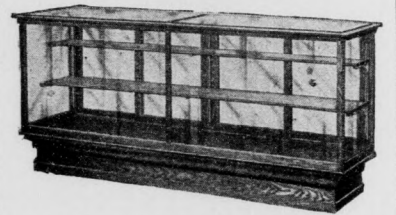
Instead of regarding the employer as one whose ingenuity and skill and patience have enabled him to build up and conduct a business of his own, and consequently made it possible for the employe to earn a livelihood, the employe who refuses to "know himself" becomes imbued with the idea that the employer is tyrannical and a positive element to be feared and hated.

When you hear, as I have heard, time and time again, young men say, "A man can not make money here; it was different when you started," you can safely wager you have met a man who doesn't "know himself." He is trying to make himself believe (and he usually succeeds in doing it) that the fault of his non-suc-

cess is any and every other reason except that he is standing in his own path.

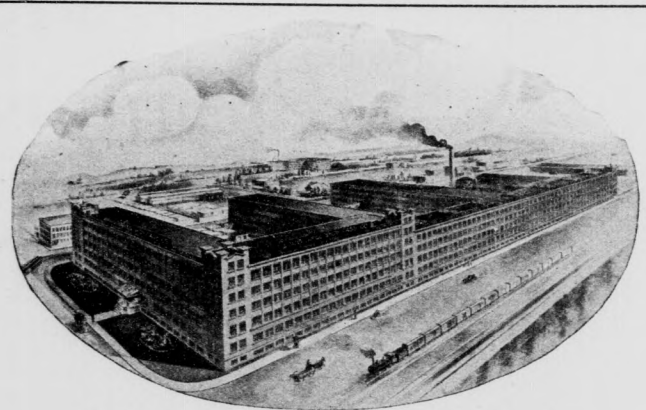
In the wholesale and retail establishments of Marshall Field & Co., there are approximately 3,000 young men employed, being about 30 per cent. of the total number of employes. Among these 3,000 all types and kinds of young business men can be found, from farmer boys to college graduates. Upon going through the individual records of these men, one can easily pick out those who know themselves, who know the extent of their abilities as well as their

You Should Have Our New Catalog of DEPARTMENT STORE EQUIPMENT



It contains many new fixtures of interest to the merchant
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WILMARTH SHOW CASE CO.
936 Jefferson Ave. Grand Rapids, Mich.
Downtown salesroom—58 S. Ionia St.
Detroit salesroom—40 Broadway



Prompt Deliveries on Show Cases

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

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

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

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

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

possibilities, and I am glad to say that this type of young man is in the majority.

Greeley's advice, "Go West, young man, go West," is eagerly acted upon by the young man in the East who leaves home and friends and conditions that are favorable to his welfare, because he lets his ambition get the better of him and is not willing to attain his hopes by slow degrees. He wants to leap from employe to employer in one bound.

In the West the same complaint is heard and young men go East in hopes of gaining fame and fortune.

This nomadic inclination which has taken hold of so many of our young business men does not result in any good in the greater majority of instances. As the rolling stone gathers no moss, so, too, the restless young man, who is continually seeking new fields for his endeavors can accomplish nothing to his material benefit.

When I urge young men to "know themselves," I am simply advising them to bring themselves out of the lethargic attitude which prevents so many from succeeding in business. Do not wantonly deceive yourselves into believing that your efforts are not appreciated and that you have no bright prospects in store for you. They are real workers who strive the harder when conditions look less bright and are more difficult.

The employer wants men who can do things. No matter how unimportant, how mechanical your task may be, do it—do it right—and do it with energy and enthusiasm.

The employe who "knows himself" is quick to detect his faults and will soon remedy them; he acquires an independence that the man who is false to himself can never command; for the man who "knows himself" is sure of his strength, as well as his weakness and know where he can assert himself, thus strengthening his own confidence and fitting himself for bigger work and better opportunities.

The success of any business depends almost wholly upon the ability of the employes. The employer knows this and is quick to see who is furthering his interests the most. These are the men who are in line for promotion and advancement.

If you study the young man in business, as I have done, you will find that those who are steadily advancing are the optimists who "know themselves." John G. Shedd.

Translated.

"Popper," said little Willie Billups, "what does the paper mean when it says that when it comes to getting next to the people, Colonel Binks has all the other candidates lashed to the mast?"

"That is the slang way of saying, my son," returned Billups, "that for keeping his eye peeled old man Binks has his opponents skinned a mile.

"There are people in this world for whom the English language is not good enough when they come to the expression of what few ideas they have in their mental garages."

Cotton Seed Products.

Cotton growers in the old days were put to a great deal of inconvenience in getting rid of the enormous heaps of seed, supposed to be useless, which accumulated about the gins where the fibre was removed from the seed. In the State of Mississippi in 1857 it was found necessary to impose by law a fine of \$200 for each offense of throwing cotton seed into running streams of water, one favorite way of getting rid of the "nuisance." A few farmers early discovered that when the seed was made into a compost, or exposed to the weather long enough to destroy germ life, it formed a very valuable fertilizer for exhausted soils and today some derivatives from cotton seed have a high value as fertilizers. The old careless ways of disposing of the cotton seed rapidly gave way as the population increased, as cotton became more widely cultivated and a knowledge of possibilities that lay in the cotton seed became more general. According to the census of 1905 there was 717 mills in the United States crushing cotton seed, employing more than 15,000 workmen and utilizing a capital of over \$73,000,000. To-day the number of mills in the United States is variously estimated at from 800 to 900. Fifteen years ago the average price for cotton seed paid by the mills was about \$10; now the seed costs the mills something like \$28 per ton. About 4,000,000 tons of cotton seed will probably be crushed by the mills this year, and will therefore pay cotton growers something like \$100,000,000 for a product that forty years ago was not only valueless, but often the source of considerable expense. From every ton of cotton seed about 40 gallons or 300 pounds of crude oil is obtained, plus about 813 pounds of meal, 725 pounds of hulls, 35 pounds of linters, the remainder consisting of waste, such as sand, trash of all sorts and moisture.—American Exporter.

Difficulties of the Small Grocer.

In the larger cities the chain stores, scores of "corner" groceries owned and conducted by one man or firm, able to purchase stock by the carload at big discounts, have compelled the individual grocer to exercise his ingenuity to the utmost to keep his head above water.

The department stores, chain stores and mail-order stores advertise their "specials" and "bargains" with the main idea of drawing you away from "your" grocer when you have some spare cash, and after you have bought of these "specials" and "bargains" you marvel that "your" grocer charges so much for the same thing.

One reason he does, and probably the chief reason, is that the great majority of his customers do not pay cash. Some of his customers never pay him. He can not purchase by the carload and sell a carload in a day. He must buy in small quantities and on extended credit. Then after paying all his bills he must clear at least twenty per cent. profit

to meet all expenses, allow for bad debts and give him a living.—Barton Wood Currie in Good Housekeeping Magazine.

Price Cards On Everything.

Some of your competitors may think they get results by not using price cards in their displays, but we can not see what possible argument there can be in favor of not using them. The first thing a prospect wants to know about a shoe is the price and unless you price it in the window many a sale will be lost just because the prospect will not take the trouble to come in and find out what it is. By using prices, you give that information before it is asked and if the shoe and the price appeals, the customer will come right in and ask for them. Dealers who claim that it lowers the class of their store are in error. With prices on the tickets in plain sight, it would seem to raise the standard of the store if you cater to high-priced goods, and under no conditions can we believe that the using of them would be harmful.

Easy To Get More Trade.

For a dealer who means business, it is the easiest thing in the world to get people to co-operate with him to that end. Write to your manufacturer and tell him what you want and he will unquestionably help you to get it. Many of them have an elaborate advertising department which is in touch with all sorts of new ideas and plans and some of these you can get for the asking. There is nothing a manufacturer likes to see so much as a man who wants to make an effort. Other things being equal, this sort of a dealer will get the best treatment every time.

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar
See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.

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

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.

MINUTE TAPIOCA
ALWAYS READY
NO SOAKING

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.

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!

WATSON & ELDER BRAND
CRYSTAL DOMINO SUGAR
THE AMERICAN SUGAR REFINING COMPANY

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



The Accredited Styles of Shoes for 1911.

Written for the Tradesman.

The National Boot and Shoe Manufacturers' Association of the United States appointed a Styles Committee. Unlike some committees which are appointed by certain organizations for specific work, this Committee actually got busy and committed.

The Styles Committee appointed by the National Boot and Shoe Manufacturers' Association held its first meeting in New York on the 22d of last March. For the sake of facilitating its work this rather unwieldy Committee divided itself into several sections for the purpose of considering the needs of the several branches of the shoe business.

Retailers throughout the country who have kept in touch with the work of the Association will be interested in the report of this Committee. The report is, to be sure, composed largely of recommendations, together with a liberal sprinkling of prophecies as to leathers that will continue to be popular favorites and leathers that will go tardily, if at all.

There is just enough of this prophetic element in the report to make it interesting to read the report now, and then watch developments later; just as we read what the weather man says and then keep an outlook to see how close he comes to hitting the nail on the head. But in saying this I must not be understood as making sport of the Committee's work, or of doubting for a single moment the wisdom of the appointment of such a Committee. Insofar from this, I think this is one of the most significant and resultful things the National Boot and Shoe Manufacturers' Association has done for many a day. What if the Committee on Styles does miss it in a few details? They have done their work well—and let us not forget this is a first tentative step towards a day of better conditions.

Gauging Shoe Styles Important.

If the shoe dealer only had a magical horoscope by means of which he could determine beforehand, with a reasonable degree of certainty, what will go and what will not go in the matter of footwear—well, in that event he would be on Easy street pretty shortly. It is this trying to gauge the future demand by measuring present tendencies—this ever vigilant, nerve-racking search for the popular sort—this talking with shoe salesmen of every type, in our effort to run down the valid clue—this is the thing that makes the shoe deal-

er's head toss uneasily on his pillow at night.

So if the Styles Committee appointed by the National Boot and Shoe Manufacturers' Association can give us any help at all, however slight, their work shall not have been in vain. Personally I am inclined to think they have given this help.

To begin with they decide unanimously on a cut of 10 per cent. in the number of styles to be carried in the sample lines for 1911. To many a small dealer that recommendation (provided it is carried out by the manufacturers of shoes) will be a boon. With the shoe dealer whose capital is limited the amplitude of present lasts and leathers is a decided hardship. His money will go only so far—and he doesn't want to stretch his credit to the breaking point; and then his customers are often bewildered by the various leathers and lasts; and the result is that he has each year a large quantity of left-overs which have to go into the semi-annual clearance sale at prices considerably below their actual selling value. This cuts in on the total net profits of the year's business.

On the score of sheer prophecy the Styles Committee sees a growing demand for women's tan shoes. This verdict is, of course, based upon a large number of reports received from various sections of the country. There may be (doubtless will be) local sections in which the increased demand for women's tan shoes will not be appreciably felt. So after all the individual shoe dealer isn't helped so much by this prediction; for its application to the individual will depend upon local conditions. But tans make a good, comfortable shoe for women's summer wear—and personally I hope the prophecy will come true. I like tans on general principles—tans for men, women and children. Think they are the most ideal summer shoes ever invented. But that is merely my opinion; and if you disagree with me I will not argue the point.

The Styles Committee also thinks there will be a strong call for glazed and dull kid leathers. And then they say that "shiny leather will continue popular" (which we might, perhaps, have inferred, even if the Committee had not expressed itself on the subject). As a matter of fact patent leather has become a staple. I doubt very much whether men and women will ever cease to wear patent leather for dress purposes. Patent leather shoes are unquestionably hotter than tans or glazed and dull kid and calf leathers; but they look neat and

dressy. And they are so easily cleaned and polished. Really the busy business man of to-day hardly has time for any other sort of footwear.

Shorter Vamps Prophesied.

The report of the Styles Committee on the score of vamps really amounts to nothing more than an endorsement of the well known tendency in this direction which has obtained for some time. The Committee thinks well of the short vamps; and goes so far as to specify the length of the same. According to the Committee, the vamps will be $3\frac{3}{8}$ and $3\frac{1}{4}$ inches in brevity. In order to arrive at an intelligent expression concerning this short vamp proposition the Committee sifted through a lot of testimonials, ver-

dicts of manufacturers, traveling salesmen, retail shoe dealers; and ultimately arrived at the conclusion that short vamps are making good; that the people like them—and in all human probability will continue to like them if they appear in the new. The secret of the short vamp vogue lies in the well known fact that it makes a large shoe look small. For this very good and sufficient reason manufacturers—and especially manu-

Mayer Martha Washington

Comfort Shoes Hold the Trade

MICHIGAN SHOE COMPANY

Wholesale

SHOES

AND RUBBERS

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



This is
One

of our new Pentagon Welts in Gun Metal. Absolutely right in style and superior in wear value to any \$3.50 seller on the market.

And there are others.

If you need a line that combines better than ordinary wear with correct style you want Pentagons.



Rindge, Kalmbach, Logie & Co., Ltd.
GRAND RAPIDS, MICH.

facturers of modish shoes for young women's wear—will continue to put out the short vamp varieties.

Another prominent feature of the shoe which received the attention of the Committee was the toe—and especially the toe of women's shoes. It was the verdict of the Committee that the toes of this class of footwear should be rounder. Narrow toes and the extreme knob effect in women's shoes were both censured. One of the surprises which the Committee sprang upon the Association was its decision in reference to heels for the 1911 shoes. The Committee pronounced in favor of lower heels and recommends that they be built from 1½ to 1¾ inches in height. In view of the heels which are now being used both in this country and abroad, this is a somewhat drastic departure. The Englishwoman (who according to a recent newspaper statement is taking far larger sizes in shoes than in former days) totters along in shoes which have heels ranging from 2½ to 3½ inches in height. And even in this country one can see on the street perilously tall heels. The dealer can not but wonder how the modish young woman of 1911 is going to take to these lower heels.

How About Strap Pumps?

Some little while ago it was thought that strap pumps were on the wane in some of the large fashion centers of the East; particularly in New York, Philadelphia and Boston. But it is evident strap pumps were better received elsewhere, for the Committee decided in favor of them. So, if you have any "strap pumps" on hand (as you doubtless have), do not immediately conclude that they are valueless; maybe you can sell the left-overs next season. The Committee is also favorable to "one and two eyelet ties." No specifications, recommendations or prophecies are made with reference to colors. So the dealer will have to fight that problem out the best he can in the light of experience and local tastes.

Canvas Shoes, Suedes, Bluchers, Etc.

The Association's Style Committee delivers an opinion upon several other points of interest to retailers throughout the country. For instance, on the precarious white canvas proposition there is a note of assurance. The Committee thinks white canvas shoes for women's wear—and more particularly in the better grades—will still continue to be favorites in those sections of the country where they are now in demand; and that this demand will become more general next season. As far as all indications go up to this time, it looks good for white canvas shoes for the spring and summer of 1911.

The Committee discourages the continuance of ooze and suede shoes and not without reason. Suede leather is not adapted to the requirements of shoe manufacture. The surface will mat down in spite of you. No matter what sort of dressing is used more or less complaint will arise. While they make "classy" looking shoes, they are really impractical. It is to be hoped shoe manufacturers

everywhere will ease up on the ooze or suede proposition.

How about bluchers? Will they be worn next year? "Nixy," says the Committee. But just where the Committee gets the cue for the expressed judgment with reference to bluchers "doth not yet appear." Bluchers look good to me. They can assuredly be made with that all-desired somewhat which the advertising man calls "class." And there are some evident advantages in the blucher type. With many people at the present time they seem to be favorites. And the pattern makers haven't broken with the blucher idea. But doubtless the Committee is basing its judgment upon facts and statistics which point that way.

Significance of the Committee's Work.

The significance of this whole thing lies, not so much in what the Committee appointed by the National Boot and Shoe Manufacturers' Association actually did, but in the very idea or purpose of the Committee itself. It indicates that the National Association is actually beginning to work in a concerted manner upon some very vital problems which we share in common. If some unanimity can be had with reference to forthcoming styles; if the average shoe dealer of the smaller towns and communities can know, in a general way, what the accredited thing is to be for the new season; if some of the all too numerous styles, varieties and types can be cut out; if some of these sporadic "ultra" and "freak" shoe creations can be eliminated—in that event the shoe dealer will be greatly helped.

It seems to the writer, therefore, that this Committee of the National Association is a significant thing in modern shoe merchandising. It does not mean dead uniformity and sameness—for each shoe manufacturer will still have ample scope to put individuality and that differentness—element into his shoes—but it means sympathetic co-operation, first amongst shoe manufacturers themselves and then the establishment of better relations between shoe manufacturers and shoe retailers.

Cid McKay.

Rubber Made From the Skins of Bananas.

Find a substitute for rubber in the most common of its forms in the larger manufactures and you will have found your fortune. London's wild craze for rubber has been pointed out as the maximum show of its necessity and its comparative shortage. But the minimum of manufacturer's interest in the production and corresponding cheapness resembles a rout. Just now some one has discovered a meager substitute to be obtained from the skins of Martinique bananas. Pressing the skins of the green bananas, a cloudy exudation will yield 20 per cent. of solid rubber substitute, while in the dry and ripened skins the average is about 7 per cent. If the experiments prove successful the canned banana seems a certainty of the future.

PROSPERITY REIGNS

The Savings Deposits in the State Banks of Michigan show an increase of over \$33,000,000 for the past year, and this is exclusive of the increase of deposits in the National and Private Banks of the State.

What does this mean to you, Mr. Merchant?

It means that the farmers and the working men and women of this State have had steady employment, and in spite of the high cost of living now have 25% more money laid by for the winter's necessities than ever before.

There is, therefore, every reason to be optimistic relative to fall business.

Are you prepared for it?

If you have not yet bought for fall, drop us a card and our salesman will see you at once.

Hirth-Krause Company

Tanners and Manufacturers of Rouge Rex Shoes

Grand Rapids, Mich.



ANNOUNCEMENT

Our general offices and consolidated Dixon and Chicago Shoe Stocks are now located in spacious new quarters at 241-257 Monroe Street and 135-143 Market Street, on the northeast corner. All our various lines of shoes, including *Wales-Goodyear Rubbers*, will be carried in stock at Chicago.

"Red School House" shoes for boys and girls, "The American Beauty" line for women, "The Watson" and "Civil Service" shoe for men, made of the best always, has given these brands their reputation as Universal Sellers.

We invite your inspection of our new quarters and Sample Lines.

WATSON-PLUMMER SHOE COMPANY

Exclusively Manufacturers



CHICAGO AND DIXON, ILLINOIS



Some of the Methods of the Fakir in Business.

However much it may delight us to see the fakirs on the street remove silver dollars from the ears of the interested spectators and whatever joy we may derive from the P. T. Barnum spirit of an occasional humbug, we certainly do fail to relish any efforts at faking in the retail business. Spending money for pleasure and spending it for merchandise are entirely separate and different cases. The same person who would pay 5 cents for a half-sized bag of poor peanuts at a country circus would resent paying two cents for a penny newspaper purchased a hundred miles away from the place of publication.

But it seems that our business life is full of trickery and fakerism. The magazines have been busy for months digging up some of this rotten work and even now several of the trade press are at work exposing the dangers and wrongs of the "Sample Shoe" stores. We deplore this condition of things which shall furnish matter for all these sensational articles, and yet we know that many of them are largely true and need the raking over which they are getting.

The rush of the hour seems to be the cause for much of this fakir work. In the effort to outdo a competitor the method of doing things is often lost sight of and the good or harm which this same method might do is not considered for a single instant. Modern merchandising demands that certain practices be maintained which are producers, but when these same practices are continued to the point of absurdity, they approach the realm of fakirism. Take, for example, the fire sale. Many stores of these have no real cause for such a sale and even when they have a cause the merchandise sold is mostly fresh goods for this special purpose. Quite often damaged goods are procured in order to carry out the "damaged" idea, and these are very often sold at prices in excess of their real value.

It is not untrue that sometimes goods will sell better if they are marked up instead of down. This is an exceptional occurrence but still it is sometimes true that the public will take more kindly to a certain article if it is high priced than they will if it is much reduced. The writer has seen several parcels of goods sold in this manner when the prices of a bargain week had failed to move them.

But these fakirs and their stores are a menace to the legitimate trade, not so much because they are likely to become permanent institutions as from the fact that they breed a spirit of distrust in the minds of the public regarding all merchandising methods. Advertisements of firms which guarantee sweeping reductions far below cost price will catch a certain number of people, but, it is easily seen that either the goods are at fault or there must be some chicanery in it all. Why should goods be sold below cost if they are good goods? More particularly, why should seasonable goods

be sold in their season at a price far below their regular market value unless there is something wrong with them?

Specialty shoes are used as a means of meeting such competition, but to our mind a merchant making such an onslaught with these goods is in reality hurting his own cause. He knows the goods are not up to standard. They may be factory damaged, they may be badly broken sizes, etc., but the merchant will rarely say this in his advertising. He prefers to spread broadcast the idea that he can sell these goods at a dollar or more below the nationally established price of the manufacturer. He is willing to become a fakir for the little hollow advertising ring which he will get from all the noise which he makes about himself. The public sees what the goods are the minute they inspect them and realize that they have been tricked into the man's store. Not all such sales are fakes, but the greater part of them have strained the truth of the matter until there is little of the original fabric left. The real threads of the sale idea have been torn and cut until there is nothing but the remnants of the original story.

This sample shoe game is a wonder. It has strong support among the women customers and for some reason or other they seem particularly gullible in this matter. If one would but stop to think, they would realize that the factories of the land could not produce enough sample shoes in a single season to supply the demand for a single week's business. But a woman never realizes this and sometimes a man will not. Truly some of these goods are samples, but many are supplied by manufacturers on direct orders and they never were samples in any sense of the word. Such stores usually display a lot of these real samples and thus draw their trade into the store where they impress you with the fact that sample sizes are often quite broken and thus it may not be possible to fit you in them. "However," continues the clerk, "we have a special lot of shoes here to-day which were returned to a manufacturer because the dealer failed in business, etc., etc." And the customer bites because sometimes such a case truly happens, and these shoes do really get into the market at a low price. But the number of cases which would come into the market in this manner from the combined factories of the country would not last a single week in the retail trade.

There is much sharp practice used to-day which is not strictly above the board, although we do not believe that the retail trade intends to offend in this matter. This craze for novelties brings up all these new selling stunts. One dealer will conceive of a factory burning down and a lot of damaged goods thrown onto a market at a sweeping reduction. Another dealer, closely competitive, will announce the financial stress of some imaginary company "who must reduce stock and turn it into cash before a certain date in order to keep in business." Usually the advertise-

ment states that "we" (meaning that particular store) bought this entire stock at our own price, etc., etc. You know the breed and yet you get taken in with it repeatedly.

Happily enough, there are plenty of ways of doing business without ever stooping to the fakir methods. There are ways and means of holding fire sales, annual sales, etc., without stretching the truth to abnormal proportions. And so, too, there are ways of making an honest penny and of handling a growing patronage without trying to trick your trade into buying something which is not what they believe it to be.—Shoe Trade Journal.

Influencing the Future Sale.

"If I was inclined to lay down rules for the conduct of business," a retail man said the other day, "I think the first one that I would put down would be something to the effect that each sale made to a new or old customer should have some feature in it leading to a future sale to same party.

"Now what I mean by that is that it is not enough to merely sell a pair of shoes to a customer that are satisfactory to him, although this is an essential feature, but if it is possible to do so, make the transaction so attractive to him that he will wish to return to the store upon the next occasion that he may need a pair of shoes, rather than look around somewhere else.

"Good merchandise will help a lot in this connection, I know, but it requires something more than mere-

ly good merchandise. It requires courtesy on the part of the salesperson, a general understanding of the needs of the customer and along with that sufficient tact to make this knowledge unobtrusive. In a word, it requires good salesmanship, for it is a mistake to think that the only time that salesmanship is required is the time that an unsatisfactory article is forced upon an unwilling purchaser. As a matter of fact best salesmanship can be exercised when both the customer is pleased and the merchandise is satisfactory, for then it exerts itself to create right there and at that time another sale in the distant future.—Boot and Shoe Recorder.

Princess Mary's Prompt Reply.

When staying at Frogmore the children of the King of England have a habit of rowing on the Thames in the neighborhood of Datchet. The brothers use the sculls and the Princess Mary is coxswain. Last summer the boat containing the royal children collided with a boat containing three Eton boys.

"When are you going to learn to row," said one of the boys as the boats bumped together.

"When you learn manners," answered Princess Mary promptly.

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.

Big Saturday Sellers

One dealer says: "It doesn't seem to make much difference what shoes I show in my window, the boys all come around Saturday and insist on buying



THE BERTSCH SHOE

GOODYEAR WELTS FOR MEN

The man who has seen them can't forget them when it comes time to buy shoes. The Bertsch Shoe will increase your trade—increase the prestige of your store—and will unmistakably increase your profits.

Take two minutes' time to mail a post card request for samples today.

HEROLD-BERTSCH SHOE CO.

Makers of the Famous

H B Hard Pan and

The Bertsch Shoe Lines

Grand Rapids, Michigan



Why the Cost of Living Has Increased.

Written for the Tradesman.

Not so much is said just now as a few months ago of the greater cost of living. Conditions are not so very much different. The dollar will not go much of any farther than it did. But the American people have apparently made their kick and then settled down to an acceptance of the situation, which is quite characteristic of us. It does cost more to live as everybody who lives in town will freely testify, but if we lived as our grandfathers lived would the expense after all be so very much greater? In the old day nearly everybody had a garden patch and raised for themselves the vegetables they used; now in city life we buy all that we consume. The custom used to be to own a cow and chickens, now we buy our milk, butter and eggs. In the old day we were content to wait for the changing seasons to bring us fruits and flowers at the appointed times of the year; now we have strawberries in March, new potatoes in May and June, peaches in July and lettuce, radishes and cucumbers all the year around, and going to the distant South or drawing upon the greenhouse for these delicacies naturally makes them cost more. In the old day the pump was good enough water works for the best of us; now we turn a faucet in almost any part of the house and the water flows without effort on our part. Starting the kitchen fire was once a regular early morning duty of the head of the house and splitting the wood the chore of the boys, but now we strike a match, turn a little handle on the gas range and the kitchen fire is ready for business. We used to have one room warmed by a big stove fire, either wood or coal, and all the rest of the house was cold in winter; now the whole house is warmed by furnace or hot water. We used to use the wash tub set by the kitchen fire on Saturday nights and bathe our anatomy a section at a time; now we have a beautiful creation in white enamel supplied winter and summer alike with hot and cold water and we go in all over. One oil lamp for the living room used to be enough for the ordinary family to gather around to read by or write or sew; now one gas or electric light in every room and no lamps to fill and no wicks to trim. In the old day if we had a message for a neighbor we went, sent or waited; now we telephone. The telephone bill of Grand Rapids alone is more than \$500,000 annually, or about \$5 a year for every man, woman and child of us, and everybody either directly or indirectly helps to pay. The church social or the neighborhood party and an occasional lecture used to be our amusement, now we go to the theater, the vaudeville or the vaudeville, not once in a season but every week and sometimes oftener. In the old days when a picnic was given the young people piled into hay racks and the older folks went in carriages or wagons with lunch baskets, and the day was spent in having a great time but without the fun costing a cent. Now we go

by street cars, not once in a summer but often, and the day is not complete unless we see all the side-shows and absorb lots of ice cream and soda water and come home broke.

It certainly does cost more to live, but really would it cost so very much more if only we were willing to live as our fathers and their fathers lived, with the garden patch in the backyard, the cow, the chickens, the wood fire, the wash tub for bathing, the pump, the oil lamp and all the other crudities we once got along with? It costs more to live, but really is it the necessities or the accessories that make the bill higher?

One Hundred More Buyers Than Ever Before.

The opening of the fall furniture season is now over except for the tag ends. As a whole the season has been very satisfactory. The buying has not been as heavy as in some other seasons, but the initial orders are sufficient to insure several busy months for the factories, and the prospects are excellent for a good volume of mail orders. The season has been notable for the large attendance. The buyers on the market exceeded 1,200 in number, compared with a previous best record of 1,120. Among the buyers were many for whom the visit this season was the first. All sections of the country contributed to the first comers, but the South, Southwest and Middle West were especially strong in this class. These new buyers for the most part were from the smaller towns. The small town trade as a rule does not call very extensively for high grade furniture, but the local manufacturers were nevertheless glad to see the strangers. Coming to market has an educational value for the dealer. To see the finest goods awakens interest and gives birth to new ideas and ambitions. The first visit may not result in fattening the order books to any great extent, but it is nevertheless a start and regular trade may follow.

The secret compartment or drawer in case goods has been revived. A score or more years ago the secret drawer was quite common and some of them were very ingenious, but after a few seasons the idea was dropped. This year they are again in evidence and are shown in bureaus, dressing stands, wardrobes and sideboards. In one bureau, with desk drawers, the secret drawer is back of the visible drawer and is reached by removing the latter. In several the secret drawer is covered by what seems a molding put on for ornament. In one ingenious arrangement the secret drawer on the side is released by pulling the front drawer clear out. For practical purposes as safeguards against burglars or dishonest servants these secret drawers are not of great value, but most women dearly love a hiding place and a mystery and the various devices give salesmen an additional talking point that often helps sell the goods.

Origin of the Word Varnish.

The prosaic and common-place varnish of to-day and all other days got its name in a pretty and romantic manner. Berenice, wife of one of the Ptolemys of Egypt, a granddaughter of a half-brother of Alexander the Great and an ancestor of the lovely Cleopatra, was blessed with a crowning glory of red-gold hair.

The Greek sailors, in their voyages to distant African points, occasionally found the rare and valuable

resin now known as amber, and called it Berenice, in honor of the beautiful Egyptian queen's tresses. Berenice is equivalent to the Greek Pheronice. Ph sometimes has the sound of v, and the name was pronounced Veronice. The Romans, referring to the amber, made it vernice, and their descendants further changed it to vernis—hence Vernis-Martin. The Anglo-Saxon form became varnish, and there you are.—Music Trades Review.

A BATON OR BASS DRUM

Merchants Who Lead and Merchants Who Follow

Successes and Failures. A Salesman or a Machine?

It is not an inherent right of some men to succeed while others fail. Often we hear it said, "He was a born leader." There's no truth in it. Of course, some are born with larger capacities, with greater possibilities, but very few ever develop more than one-tenth of the brain cells that might be used. Think of it—what might a man's mind become if he undertook to put all of his vitality into the struggle. Most of our energy is merely latent, idle, never used.

The difference between a man who leads the band and the man who plays the bass drum is not in the natural talent. One took advantage of his spare moments learning the business, developing good judgment and a good sense of sound. Along with the development came the power that differentiates the successful man from the failures. He learned men and became a leader of them, able to hold them, able to sway them and bring them within his touch. This may seem like a great fuss to make over a brass band, but this man's relation to the band may be used to illustrate the relation of a merchant to his business.

The merchant who succeeds is not the man whose mind becomes filled with the idle chaff that blows from an old bench out in front of the grocery. He is rather the fellow who is behind the counter learning the business, developing himself, studying his failures. When he loses a sale, he finds out why, and corrects his mistake when the next customer comes in. He becomes a force with his customers because he strives to bring forward those qualities from within that make a salesman. He sells the right kind of goods, but he doesn't merely wrap them up and hand them out like a machine; he SELLS them.

You have been reading in many of the recent Trade Papers articles on "Forcing the Dealers." It has been brought to your mind that many manufacturers in this country are advertising extensively to the consumer, creating a demand for their goods and thus compelling you to handle their products at their prices. Of course, it is all right for a manufacturer to do this advertising, but he must reckon with the merchant and pay him a living profit. It is a good thing for a manufacturer to conduct an educational campaign, if you call it such, but he must be honest with himself firstly, with the public sec-

ondly, and with the dealer thirdly. He is not honest with them all if every one doesn't get what is coming to him.

But the shoe doesn't pinch so hard on the merchant who has learned to value salesmanship. The merchant who suffers, is the man who would fail in any great emergency. You know if hard times or financial depression dropped upon the land and ten thousand merchants failed, most of them would be the ones who were nearest the brink. Those who withstood would certainly be they who had their business on the best basis, who made a legitimate profit, who CONTROLLED THEIR TRADE. Now then, if one-half the merchants in your town were compelled to close their doors, would you be left doing business? If not, why not?

If you are in business for profit primarily and pleasure secondarily, why not HANLDE THE GOODS THAT PAY A PROFIT and thus realize both aims—profit and pleasure? If you are in the game, play your cards—don't be indifferent. Live and breathe some life into your business. Sell the things you want to sell, and not always the products that your customers call for. Don't conduct your business on the plan of a cigar vending machine where a nickel drops in and the cigar drops out.

Are you a machine? Then don't do the business that a machine is intended to do. Be a salesman, learn your goods and talk them. Five years, twenty years in business, and your influence with your customers isn't greater than the manufacturer's advertising? Fie, man! you don't know what you can do; you never used your power. One-half of your customers are buying a certain brand of goods just because they are buying them and have bought them before—no other reason under the sun. Don't give the man whose name now appears on your packages all the profit and all the advantage. Get a brand of your own that will pay you a profit and advertise your business. Talk Your Own Brand, let your customers take a package on trial with the understanding that if not satisfactory, the trial costs nothing.

Be a force, a seller, a salesman, an influence with your trade, a power behind the counter—but for the sake of your pride, DON'T BE A MACHINE.

Wabash Baking Powder Co.,
Wabash, Indiana.



SELLING GOODS.

The Right Way and Wrong Way To Do It.

Dear Jim—Remember Bill Hicks who bought the manufacturing and sales rights of a patent churn and started to make his fortune? Bill was a good mechanic and soon made up his stock, but when he came to sell—that was a different story. Made a trip out in the country and didn't get rid of a single churn. Took me over and showed me the stock of shiny new churns that would not move and then, out of the bitter depths of his experience, Bill blurted out: "Say, it's easy enough to make a thing, isn't it? It's only when you come to sell it that there seems to be a conspiracy against you."

And when Bill thought of the toil—some days he had spent over his plans and bench, and of the care he had taken that each churn should be just right, he unloosed another observation. I didn't exactly agree with him then, but since I have found it contains more than a morsel of truth. It is this: "No matter how good it is, if it won't sell, it is no good."

For a business man who can't sell, and sell to advantage, is about like a one-legged man in a foot race. No matter how good the one leg is there isn't much chance of winning a race because of the lack of the other leg.

In the plumbing and steam heating trades the sales end of business is often scamped because the selling apparently takes so little time. You can handle, say, twenty-five or fifty big jobs in a year. Compared with the time that it takes to do them, the time it takes to get the work seems small indeed. But that doesn't lessen the importance of business getting by any mean. Because it takes only half a day to plant a field of corn is no sign that planting is not important and that it does not pay to use good seed.

Then it takes longer, you do more and more indirect influences come into play in business-getting than is commonly considered. You get business because your customer favorably knows and likes you or your work, or both. Getting this knowledge to him constitutes advertising.

Advertising Not All of Selling.

Now, one mistake that I made, I want you to keep from making, which is this, the mistake of thinking that advertising is all there is to selling. How I came to get that notion was through seeing the posters which the big advertisers used to have up around town. Right opposite

the shop was a big eight by twenty-four foot bill board. The bills were changed each week, and I got to thinking because it was always successful firms that put up those bills that that was all that was responsible for their success. But I have found out that advertising is only one manifestation of the selling game—that there are a thousand ways of advertising for business.

You Are the Best Advertiser.

First of all, I like the idea that the man himself is the best advertisement of the business. Why, you can't walk down the street but you advertise yourself and your work favorably or unfavorably. Take Jake Jeffers, who had a carpenter shop next to mine for eight or ten years. Jake couldn't go two blocks for a pound of ten penny nails and get back inside of two hours. Often he would spoil the entire forenoon; drop in two or three places to buy something for his stomach's sake (not absolutely needful either), visit around going and coming. Then Jake would kick because the big jobs used to pass him by—some other carpenter would always get the big contracts while Jake would get a little patching or repairing that the others would not look at. Folks had figured out that a man who couldn't buy ten cents' worth of ten penny nails and get back to the shop in ten minutes wouldn't be any great shakes on a big contract where every move had to count.

So your advertising, like a great many other things, begins with yourself. That is the place to begin in a selling plan; make yourself a favorable advertisement for the business. Here's the way—as it strikes me—to do it:

Associate With Men Who Can Help You.

The men that you associate with day by day, not only form certain definite ideas about you, but they publish those ideas—give them publicity. So your business reputation depends to a great extent on the accuracy with which your associates observe, and the favorable publicity that they give those observations. This means that in order to get business you have to associate with the men who give business. For the "big" men—the leaders in the town—are the ones who are the centers of the circles of influence, and these men not only form better ideas of you, but they give those ideas wide circulation; and by a happy coincidence they are the men who are having and are going to continue to have work done that you can do.

Every means for making new acquaintances and cementing more firmly the old is open to you. Clubs, associations, lodges—these have many men in their ranks that you ought to know from the standpoint of life as well as the standpoint of business. You ought to give men the chance to do you a favor because your type of man always gives equal favors in return. Hoarded favors, like hoarded dollars, do no good! Favors must be put in circulation to get any good from them.

I never think along this line but it reminds me of what Jap Perry said about business-getting. Jap was a great hand to figure on small ways of getting business—was great on small jobs. Never happy unless he was tinkering away time on something—no time to go to church or clubs or lodges—always putting around the shop on something about the size of a pin point—and about as important. He knew his own failing—often laughed at his microscopic proclivity, as he called it—and would say: "Pears that the trouble with me is that a penny within easy reach looks bigger than a twenty-dollar gold piece a few feet away."

Now that same spirit keeps many a man from becoming a business-getter. I know that you are not handicapped that way, for any man who takes his trade paper, reads the best technical books to be had and is Past Director of the best lodge in town and an active member of two or three trade societies, is bidding for big business in the future—is exercising the broad principle of business-getting in other words. And I want to put myself right on record in black and white that those methods are the methods that get big results.

Now I have watched this business-getting game pretty close since be-

**Columbia Batteries, Spark Plugs
Gas Engine Accessories and
Electrical Toys**

C. J. LITSCHER ELECTRIC CO.
Grand Rapids, Mich.



TRADE WINNERS

Pop Corn Poppers,
Peanut Roasters and
Combination Machines.

MANY STYLES.
Satisfaction Guaranteed.
Send for Catalog.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

WALTER SHANKLAND & CO.
85 CAMPAU ST., GRAND RAPIDS, MICH.

Mich. State Sales Agents for
The American Gas Mach. Co.
Albert Lea, Minn.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and
Everything of Metal

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.

FOSTER, STEVENS & CO.

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

CLARK-WEAVER CO.

The Only Exclusive
Wholesale Hardware House
In Western Michigan

32 to 46 S. Ionia St.

Grand Rapids, Mich.

fore I enlarged the shop, and I have come to the conclusion that there is a certain relationship between the business you get and the price you pay to get it. So long as you don't pay too much to get it, spend every dollar ungrudgingly. But grudge the dollar that is thrown away—that marks the point at which you are paying too much for business.

A Good Plan To Leave Publicity Advertising Alone.

It is not the amount you spend—it is how you spend it and what you make it do for you. First of all you have two broad methods of business-getting, the indirect or publicity method and the direct or "ask-for-it" method, as your cousin, who works in an advertising agency here, calls it.

There have been more commercial crimes committed in the name of publicity advertising than there are germs in the Chicago River. When a man tries to get you to do publicity advertising—to plaster your name and the fact that "Good Plumbing Is Done at Burton's"—across the inoffensive landscape somewhere—ask him one question—just one. Ask him, "Can I tell surely what business I get from that advertisement?" Say to him that when you hire advertising you want to know what work it does just as much as your men that you hire. Advertising that you can not check, that won't stand keying—may get business; but if you can't trace the business you get from it you lose the chance of training yourself as to what pays and what does not.

Now, Jim, I know this does not agree with a lot of good men in our business, and if you introduce the sentiment into a talk before the average convention you'll have a lot of good talkers get after you—(it is to their interest to). But you can always answer the most specious argument in favor of publicity methods by the questions, "Why do you object to time-clock and work record methods on an advertisement any more than on an employe? If an employe can not make good by the severest result tests, he has to go, doesn't he? Then why advocate methods in advertising that won't admit of a test? Would you employ a man who objected to having his record kept—or who had to work so you could not keep track of him?"

The most hardened publicity advocate simply can not get away from these questions. The better the product the more stringent the test it asks.

Now, having laid the ghost of profits from "publicity" (except, of course, the favorable publicity you as a man and your business as a business commands) let us see what sure method of business-getting we have left.

Somehow I believe that there is no other man in the world can get business for you like yourself. So get your list of probable builders, buyers and those who will want repairs and call on them and get the matter of future business before them in the right way—which is this:

Observe the rule of talking from the other man's point of view.

Talk their business—their interest

—their comfort, when you go business-getting. There was Dick Griffin, for instance. In Dick's office was a radiator about three feet from his back—heated him up so that he was as tender as a hot house plant. Dropped in on Dick one day and said, "Dick, you'll get a lot more comfort out of your office if you swing that radiator 'round and put it back two feet more." Dick was sort of luke warm on the proposition, but I kept talking about his comfort and how he ought to use himself the best he could—for his firm couldn't get along without him—which was so—until he finally had it done. It was not a particularly paying job—only nine forty all told—but three years after when Dick put up his new house the firm of John Burton was the one to get the contract. All because I talked Dick's comfort to him—pictured the benefits he would get until the cost was forgotten.

Why, I'd hate to say how much business depends on this one solitary principle—this idea of talking the prospective customer's need first—of putting it ahead of everything else.

So, in soliciting business, always keep in mind "the other fellow's" need.

When you set out to learn more about advertising, you have your choice of two methods: The first one is imitative, the second constructive. As you run through your advertising matter study the good advertising—the kind that stands out from the rest—then try those methods. You'll make mistakes—but you'll learn—learn a lot more than the best adsmith in the world could tell you. In a year or two you ought to get so you can put together a pretty good advertisement.

The other way is better. You think up the points of appeal which your business has and 'round those talking points you build an advertisement—thinking meanwhile of what influences your reader the most. This is mostly liable to be "comfort," "style," the "good opinion of others," or some other quality which will act as a lever with your prospective customer.

And the literary polish? Why, get that smart young fellow on the paper to tighten up the loose joints in grammar, if any there be.

John Burton.

Misdirected Energy.

Misdirected energy is the thief of time, as well as procrastination. We are all busy doing something every moment we are awake. Energy is always working. The question to decide is, whether or not it is working as it should, doing that which is best for us.

It is a sure sign of growth when the "still small voice" becomes a loud talker. Encourage the voice of conscience by acting on its good suggestions.

J. C. Rahming.

Optimism and pessimism are largely matters of personal prosperity or poverty.

No man ever got any important place by teaching other people their places.

Advantage of Six Wheels on Car.

Many American railway cars are carried on trucks which have three pairs of wheels. This construction almost entirely prevents the jolting in passing over the ends of rails which is so annoying when the old style of truck with four wheels is employed. When the front wheel of a four wheeled truck has passed the last of the cross ties which support the rail on which the wheel is rolling by the pressure exerted by the wheel, which is equal to about one-eighth of the weight of the car. Hence the wheel strikes violently against the end of the next rail, which is not correspondingly depressed.

The front wheel of the six wheeled truck reaches the junction of the two rails before the middle wheel has passed the last cross tie, so that the middle and rear wheels rest on the rigid part of the rail. In these conditions there is no tendency for the flexible portion to bend. The rail remains straight and in line with the next rail, and no jolt is produced. In order to accomplish this result the distance between the two cross ties nearest the junction must be less than the distance between two consecutive axles of the truck.

We have recently purchased a large amount of machinery for the improvement and betterment of our Electrotype Department and are in a position to give the purchaser of electrotypes the advantage of any of the so-called new processes now being advertised. Our prices are consistent with the service rendered. Any of our customers can prove it.

Grand Rapids Electrotype Co.

H. L. Adzit, Manager Grand Rapids, Mich.

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating
Iron Pipe
Fittings and Brass Goods
Electrical and Gas Fixtures
Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.



The Mark of Quality on Harness and Collars

¶ Just so sure as a man is judged by the company he keeps, so you will be judged by the goods you hand to your customers.

¶ You can't get away from the truth—the man who furnishes quality gets more for his goods—they go to more desirable trade—give lasting satisfaction, create confidence and friendship, and result in largely increased repeat orders.

¶ It's simply logic, that's all.

¶ "SUNBEAM" Harness and Collars preach their own lesson in the way of comfort to your horse—longer and better service—and avoidance of repairs.

¶ They give your store an individuality no other goods of the same kind could give, and the trade received in consequence is of a steady, improving kind. Your profits will be larger every day.

¶ Why not learn more about "SUNBEAM" goods RIGHT NOW? Our catalog No. 7 will tell you—drop us a postal for it TODAY.

BROWN & SEHLER CO.

GRAND RAPIDS, MICH.

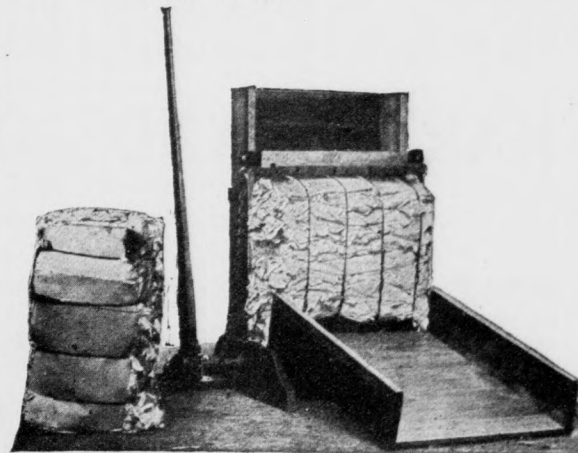
New Invention Just Out

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The Handy Press

For 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.

INDUSTRIAL DEVELOPMENT.**It Is the True Basis of a City's Growth.**

According to the official returns the city's population is 112,571, an increase of 25,006, or 28.6 per cent. in ten years. This looks good, and in that it puts Grand Rapids well over the 100,000 mark it is good, but in reality it is not a showing to brag about—at least not much. Compounding annually the increase is only about 2½ per cent. a year, and this is hardly equal to what the natural increase should be. There is satisfaction in the thought, however, that if the increase has been slow it has been steady and staple. There has been nothing of the boom nature about it. It has not been feverish nor ephemeral. It is here to stay, and the city will be doing well if it can maintain the pace.

One way to increase the population, a way that has been practiced by Detroit, Chicago, Pittsburg, New York and nearly every other American municipality, is to expand the boundaries to take in the adjacent suburbs. Grand Rapids has not followed this method, at least not since the last census. An additional 10,000 population could easily be acquired by annexation. The Burton Heights district would add 5,000, East Grand Rapids could be depended on for 1,000 more. Taking in the Soldiers' Home would make a difference of about 2,000. Taking in other districts that are just over the border would swell the total to 10,000. But what

would be the advantage to the city? This might give us a braver total in the matter of population. It would add to municipal responsibilities. But would it bring any tangible benefits? There would be streets and sewers to build, and the water, fire, police, lighting and school services to extend, and all these things cost money. The suburbanites do their trading in the city, come to the city for their employment and their entertainment. They do not pay city taxes, but they spend their money in the city and do their share toward supporting the city and making it prosperous without adding anything to the cost of municipal government. The development of lusty suburbs should be encouraged as wise public policy, and no effort should be made to bring them in unless they themselves want to be annexed. There are things more desirable for a city than mere figures either of territory or population.

The true basis of rapid growth is industrial development, and it must be confessed that Grand Rapids has not done much in this direction in the last ten years. The old industries are larger and employ more men than ten years ago, but the number of new industries has been limited. The Board of Trade has tried hard to bring in new industries and to help small industries grow, but the tangible results have not been many nor large. This city is fond of considering itself enterprising, but as a matter of fact it is slow. Men with money will invest freely in gas proper-

ties, timber deals, mining propositions and other ventures, but when it comes to putting money into home enterprises, that will help build up the city, they are not on the spot. They are not altogether to be blamed for this, however. These outside ventures appeal to him as investments with a fair certainty as to satisfactory returns, or as likely speculations, and in most instances they figure they can get their money back, if desired, without much delay. Investing in a new industry is a speculation, and if the capitalist knows nothing of the business nor of the men back of it, can he be blamed for showing reluctance in putting up the coin?

The trouble with most of the new industries is that the promoters want to make too big a start. Capital loves the man who can make good and is always on the lookout for him. If the promoters of new enterprises would be content to start small and before asking for aid demonstrate that they had a good thing and had the capacity to develop it, they would find their way to greatness made smooth. Most of the city's big enterprises started on a small scale. The Grand Rapids Show Case Co., the Wolverine Brass, the Sligh, Berkey & Gay, the Widdicomb, the Keeler Brass, the Macey, the American Box, the O. & W. Thum and a long list of others, big institutions now, had back room or basement beginnings and grew because the men back of them had the ability that attracts the

attention and insures the encouragement of capital.

Very few outside of banking circles know the extent of the aid that banks give to new industries, and old industries, too, for that matter. A man or a company may have enough capital to put in a plant and make a start, but not quite enough to keep things going until the returns come in. The banks furnish the additional capital needed. They do not hand over the money on request. They call for statements of assets and liabilities, of earnings and expenses, of probable profits and possible losses, and ask many personal questions regarding the past and present life of the prospective borrower. If the applicant stands the scrutiny he gets a line of credit, and the bank in a measure becomes a partner in his enterprise. The banks try to be reasonably secure, but often they take long chances and sometimes they get stung. But nevertheless the banks are great encouragers of enterprise. Without them to furnish the capital when more is needed there is scarcely an industrial institution in the city but would have to curtail its operations. Very often the banks do more than furnish capital. They give wise counsel when it seems to be needed, offer suggestions, inspire ambitions and some times check over confidence. They are industrial agents and promoters in the best sense and would receive much more credit if what they are constantly doing were better understood.

Highest Grade Canned Goods

PACKED BY

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

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

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

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

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue.

Ask Your Jobber for Hart Brands.

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

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

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

Figuring Cost a Science Few Merchants Possess.

Written for the Tradesman.

While most merchants believe they know how to do it, yet when the profits are searched for at the end of the year they know there is a leakage somewhere.

It is safe to say that in a large majority of business failures among retail merchants, where the causes are not readily apparent, a careful analysis will show the trouble to have been inability on the part of the merchant to figure cost.

A merchant was asked some time ago what cost was. The answer came straight as a shot: "Cost? Why, yes, cost is what things cost—sure; that's easy. Give us another."

Isn't it just dead easy, though? And isn't it just because it is so easy and looks so simple that the sheriff keeps gathering in so many merchants?

Occasionally a merchant—and such a one is at the threshold of business wisdom—owns to the corn. A customer wrote the other day: "I have looked over a recent article—table relating to net profits. While I claim I can sell goods, I acknowledge my weakness in relation to figuring net profits, yet I know I am making some money. The thing which perplexes me is the different percentages of profit on different goods."

Our customer knows he can not add transportation to the purchase price and get cost.

It is well to say right here that a general merchandise account will never enable a man to figure his cost correctly. An analysis of sales—weekly or monthly—will take a merchant into each division or class of his stock, so that he can get his business with a microscope and find out just what—or about just what—it is costing him to sell each article.

This merchant is not the only one who is getting his humps figuring profits. The woods are full of them, and they fall down figuring cost.

But cast even the shadow of suspicion on the average merchant's ability to figure cost and he will look pained.

Come out and plainly tell him he does not know how much his goods are costing him and he will be mad enough to fight.

A man's "paper profits" look good. When he counts his money the profits are not there. There is a leak somewhere between merchandise account and the bank.

His system seems all right. He will tell you he has sold as many goods as he thought he was going to—no trouble there. He will tell you he bought carefully—there is no reason to doubt it. He will say that he added the proper percentages for profit and the expenses were carefully watched, but "somehow," etc. Just so.

Somehow a lot of profit got away, like the big fish we did not bring home.

His system looks good, except that it doesn't work. It doesn't give him a profitable business.

Profitable merchandising is more

than good system—it is right system.

One of the masters of system said the other day: "When a man has a profitable business, he has a good system; conversely, where business is unprofitable the system is bad. Good sense is good system."

I submit that the ordinary way of finding out cost, figuring rent, salaries, labor, transportation and cartage, interest and discount—and adding this to the purchase price—is not good system; hence not good sense. It does not go far enough and it is likely to be unprofitable business.

This puts all merchandise on a deal level as to price and kind and quality.

Certainly, and just here is the rub—the merchant can not price each of these items at the percentage advance which he has set for his business, as a whole, to yield above the purchase price. If that is done he will be selling the heavier article at too close a margin, perhaps even at a loss, of which he is ignorant, while he will be charging an excessive profit on the other in order to even up.

This is not good business. In order to strike an even percentage balance the selling price of the bulky article must be advanced above and the other dropped below the average.

I am speaking now not of what a man will do as the pricing of leaders wherein he expects to sell very closely or even at a loss for some special store event; but of ordinary day-by-day merchandising.

To put it another way: No automatic horizontal raise above purchase price straight through the merchandise is going to do the business—not if cost and profit are to be correctly figured and the place of leakage found between merchandise account and bank account.

The thing has got to be done by the sliding scale method.

The conclusion of the whole matter is this: that the merchant's selling price, to be intelligent, must be figured in the full light of every expense fact obtainable—how often the stock turns, risks, damages, weight, value bulk—besides the ordinary fixed charges the merchant will make for storekeeping.

It may be set down as being in the nature of a cinch that whatever cost is, it is not just simple purchase price plus general expense charges.

Pricemaking is a fine art. It is the finest art the merchant has to deal with.

W. H. Myers.

Extinction of Red Ink Ruling.

A business carrying a large number of small accounts which are frequently settled and reopened may find the following suggestion very valuable as a labor saver:

Have two rubber stamps made the width of their ledger ruling; one with a single horizontal line and the other with one single and one double line, the single and double lines being made the same distance apart as the cross-ruling of the ledger. Provide a red ink pad and use the rubber stamps instead of pen and ruler.

Failure of the Old Lowell National Bank.

In the year 1878 the Lowell National Bank was reported to be in trouble. Some one of its officials had misused the funds. Stockholders and depositors were excited and the best efforts of the best men in the village were required to prevent a run. One of the stockholders, General A. A. Stevens, was interested in the old Grand Rapids Democrat in that year and, upon hearing of the trouble under which the bank was struggling, called in the managing and city editors and cautioned them not to publish in the Democrat a word in regard to the bank. The city editor had a friend, A. B. Tozer, at the head of the city department of the Times, and as no good newspaper writer likes to have a live item of public interest suppressed, a hint was passed to Tozer. On the following day Tozer took a train for Lowell. Arriving in the village he directed his footsteps to a barber shop. As a source of news it is safe to wager that a barber shop will furnish more news in a day than a Dorcas society in a month. While the barber clipped the Tozerian locks he responded to the editor's requests for information regarding the defalcation, and before the editor had paid the barber his fee and left the shop he was in possession of a live story. Tozer called upon the bank officials and told them of his purpose in visiting Lowell and what he had learned, when they reluctantly gave the facts of the defalcation and of the

plans adopted for restoring the impaired capital of the bank. They urged him to handle the topic as much in the interest of the bank as would be possible, and this Tozer promised to do.

After his return to Grand Rapids Tozer called upon his friend of the Democrat and gave him the material for a special dispatch to a leading newspaper published in Chicago, the news appearing in that sheet simultaneously with Tozer's report in the Times. General Stevens' order was respected, but the news was not suppressed.

Arthur S. White.

Counterfeit tickets to Heaven are good to almost every point on the other route.



WAYNO Ginger Ale

Your customers just can't help being pleased with this brand of goods. It has a delightful flavor and sparkle rarely attained by ginger ale makers of this country. Comes to you in cases of 2½ dozen bottles. Let us hear from you.

Wayno Mfg Co.
Fort Wayne, Ind.

Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan



Available Traveling Men Hard To Find.

Written for the Tradesman.

In the lobby of the Gibson House the other day I overheard this little confab between two manufacturers.

"Say, Bill," said one of the men, "do you know where I can get a good traveling man? And you know the sort of a man I want."

"No, Tom; I'll be switched if I do. If I did I'd nab him myself."

"I tell you right now," said the man answering to the name Tom, "they are darn hard to find. The woods are full of professional job-hunters; but the sort that can actually get out and dig up the business are all engaged. Now I'm too old to be on the road. I don't like it. My wife hates to have me making these long runs. But what can I do? We have some big customers in Chicago and New York and Boston; and some other big towns East and West. We have four good men out all the time making the smaller towns; but I feel that under existing circumstances I just must see these customers in the big place. If I could just find a good man to put on the road to-morrow I would be the happiest man in town."

"Sorry I can not help you," replied the man addressed as Bill, "but I do not know where to look."

And yet in spite of the evident seriousness of the situation brought out by this little conversation—the actual dearth of good traveling men who are available—there are would-be business-getters all over the country who are deploring and bewailing their lack of opportunities. "If I only had a pull," they say, "I could go out and get business." And the implication is that the fellow who is now on the road making good got onto the road in the first place because of some favoritism. And the jobless chap, or the fellow who is occupying some subordinate place, is lending a listening ear to the silly conceit that he is, of all men, the most unlucky. Fate is dead against him. He hasn't had a chance.

Don't you believe it, my dear boy; chances by the score—great big, luscious, lucrative, tempting chances—are going begging every day. The woods are absolutely running over with opportunities.

"Nepotism cuts no figure with me," said a big Cincinnati manufacturer; "I give the job to the fellow who looks good—and I don't give a rap who his father was, or what college he graduated from, or whether he ever saw inside the walls of a college. The fellow that can get results is the chap I'm in the market for. I can use three or four of 'em

right now; and I'll file away the applications of the rest of them and try them out in the order of their priority. It's men we want; not recommendations and meaningless puffs based upon and inspired by friendship. Most anybody can get a recommendation, but it takes a live boy to justify big expense money and earn his salary to boot."

What is the hardest problem you face in the operating of your reparation? I asked of a young man at the head of a carbon paper and typewriter-ribbon department.

"My hardest problem," replied the department manager, "is to find strong, clean, clear-cut, hustling fellows to put into the field after the business."

What importance do you attach to a recommendation? I asked. "None whatever," he replied; "that is if the recommendation is carried about by the fellow who is out of work and who seeks on the strength of his application to get favorable consideration. The first thing I ask is: 'Where are you employed at present?' If he admits that he is doing nothing—as they not unfrequently do—that settles the matter with me. The fellow who confesses that he is out of a job queers himself so far as I am concerned. I figure it this way: Time is too valuable to squander doing nothing. A real live fellow is not satisfied idling away his time. If there's ginger in him he's got to work at something. Pending the big job, he will take the first thing in sight, even if it isn't to his liking. He won't loaf, that's a cinch. Or, again, if he quit the last job voluntarily why did he quit before he had something definite in sight? He showed bad judgment, to put the most charitable construction possible upon his action."

"It may look hard," said this young man, "to turn down the fellow who seems to be so anxious to get a position, in favor of some other man who already has a good job; but man alive, a business house is no eleemosynary institution. We've got to steel our hearts to the crockoliline assaults of the job-hunter."

"About what per cent. of the men you try out make good?" I asked. "Well," replied my friend, "if I get one good man out of five I think I'm doing pretty well. And that, too, after I have picked them as carefully as I know how. In the first place," he continued, "a young fellow has to look promising to start with. I want him to be strong physically. A sick, delicate, puny young fellow can not swing the business. If he is not feeling about right he can not talk right.

And then he has to have a clear skin, white teeth and good, clean, look-you-on-the-level eyes. The nature of the life inside writes its story on the features outside. A strong, vigorous young fellow ought to have a clear skin. If he is sallow and bilious; if his teeth are discolored and his eyes muddy, there's pretty apt to be something wrong somewhere. His habits are liable to be bad. If he has bad habits I don't want him and won't have him at any price. My experience has been that young men of that ilk can't get the business."

"I have a young fellow at the head of my New York branch house," said a manufacturer friend of mine recently, "whom I put on under rather singular circumstances. His name is Collins. Collins was out in our St. Louis territory working under Myers, the manager of the St. Louis district. Myers is a hustler all right and we like him; but he has one peculiarity—he has a way of nagging the boys. If the business comes in a little tardily, as it will do now and then in spite of your best efforts, Myers prods the boys and makes it more or less uncomfortable for them. The truth is Myers lacks tact in handling men. You can handle some men that way; but some you can not. Collins was that sort. The upshot of it was that Collins stood for that sort of thing as long as he could—and handed in his resignation. There were some pretty sharp words between Collins and Myers.

"A few days later I got a letter from Collins. It was a frank, manly, straight-from-the-shoulder letter. Collins said in substance: 'Mr. Moore, I hate to quit the house. You know I like this line. And you know I've done some business for the house. I am not ashamed of my record. But the fact is I haven't had a fair deal out in the St. Louis district. I am not registering any complaint, mind you; and I have nothing to say against Mr. Myers; but if I could just get out into another territory with these goods I believe I would establish a record that you would be proud of.'

"Now," said Mr. Moore, "it makes a fellow feel good to get a letter like that. There wasn't an unmanly syllable in it. And d' you know what I did? I sat down and wrote Mr. Myers, saying that I felt maybe he had made a mistake about Collins, and told him that, although I felt it to be a bad policy for a house to take on a man it had previously let go, I felt under the circumstances we ought to give Collins another chance; and that, if he was willing, I would have Collins come on, working the territory as he came, and then travel for a time out of Cincinnati. Myers replied that he had no objections; that he and Collins couldn't hit it off harmoniously; but as long as he was working outside the St. Louis district he had no objections. And so on the strength of that," continued the man who was telling me this story, "I sent Collins expense money and told him to do what he could on his way in. We heard from Collins before he got to Cincinnati. He sent in some right nice little orders

from time to time. And when he reported for further instructions, I said: 'Collins, my boy, I like you—like you so well I'm going to give you the chance of your life. I want you to go East. You'll work your way to New York, and when you get to New York you'll work under our man up there. Now I'm not making you any rash promises; but I'll give you this tip—it's a secret between you and me—that New York manager of ours is not getting the business we think we are entitled to from that territory. Now if you want to put yourself next—well, never mind, Collins, you catch my drift. You just go up there and dig as you never dug before. That's my advice in a nut shell.'

"Did Collins dig? Well, some. Collins uncovered more business in that territory than our New York manager dreamed of. Collins is now manager."

"Speaking about road men," said the junior partner of a big house the other day, "I recently landed onto

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.

HOMELIKE

You will notice the difference in the cooking immediately. There are a dozen other things that suggest the word homelike at the

Hotel Livingston

Grand Rapids, Mich.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

a young fellow who is going to make good. We had him just six months; am having his sales accounts totaled right now, and I know beforehand that the results will justify our keeping him. Young fellow, too; only 23 years old. But, say, he's got some presence all right. He weighs right at 230 pounds. When he walks in you can hear the floors creak, shuts out a bunch of daylight—as if a cloud or something were coming up—and I tell you Mr. Smith-at-the-desk looks up to see what it is! It's a whole lot easier somehow to turn a little, scrawny hulk of humanity down than it is a great, hefty fellow like that. He's good otherwise, of course; but it is a cinch that avoirdupois of his helps out."

The writer was talking recently with a large manufacturer of office supplies and equipment and this man told him how he located a splendid young fellow for his Kansas City territory. "It was this way," said the manufacturer, "we wanted a man bad for that territory. We had a man there who went crooked, got us into a dickens of a mess and left without a moment's warning. I went out there to co-operate with our local manager; asked him if he had anybody in sight. Nope. So about this time an idea occurred to me. Says I to myself, Now, somebody's been selling office supplies and equipment to the trade here besides ourselves. I believe I'll go the rounds and ask our best customers who, in their judgment, is the real top-notch business-getter in this locality?" I interviewed twelve of our customers. Do you know what happened? Just exactly nine of these people interviewed recommended the same party—a young Kansas City man, then employed by another concern. So I thought that looked pretty good. I left word for this young man to call me up at a certain time and place. He called me up. We made an appointment to see him. When he came in the manager said: 'Would you like to make a change? We want a man—want him right away'—and then he went on to state terms, etc., finally winding up by saying: 'Now, as I said, we want a man right away. Can you go, say, Thursday of this week, or not later than Monday?' No, sir' replied the young man. 'If that's a condition I'll have to turn it down. I wouldn't quit my present job without giving my people two weeks' notice at the very least.' Just what the manager wanted to hear. And of course he got the two weeks; ditto the job. The 'still hunt' method is all right. I believe you can get good ones nine times out of ten that way."

Cid McKay.

William Berner, traveling salesman for the Judson Grocer Co., was not obliged to walk from Sparta to Grand Rapids, as he had agreed to do in case the U. C. T. team lost the ball game at the former place last Saturday. The game stood 5 to 0 in favor of the U. C. T.

No church ever lost by love for the weak sinner and a lash for the strong one.

Annual Convention of the National Gideons.

Detroit, July 25—It was a rather curious sensation to go into a gathering of traveling men and hear them call one another "brother" instead of "old man" or "old sport," but that was the experience one underwent if he mixed with the 300 "Gideons" who held their annual convention at the Griswold House. Bibles were in evidence on every table in the convention hall, and they were used a great deal. The convention session halted once to pray for a sick member.

The President, A. B. T. Moore, of Cedar Rapids, Ia., was unanimously chosen to preside for another year. Following this, Gordon Z. Gage, of Detroit, President of the State organization, was elected National Vice-President. There was much cheering when the choice was announced. Nels Rylander, of Chicago, was reelected Treasurer, and L. C. Smith Chaplain. Mr. Smith has been Chaplain of the Gideons since its organization, July 1, 1899. M. P. Ashbrook, of Granville, Ohio, and N. W. Dennett, of Boston, were elected trustees to succeed themselves.

Milwaukee won the next convention over two competitors, Atlanta and Omaha. The representatives from Milwaukee were armed with an invitation to the Gideons from Mayor Emil Seidel, who invited the convention to come to his town and help make it better.

Mr. Gage introduced a proposition to change the nature of the National convention and give all Gideons the right to vote and speak on the floor. At present it is a delegated body. The Gage motion was defeated, but its author served notice that he intends to bring the matter up again next year.

Fred Bruce Horn, field secretary of the Canadian camp, announced that the Upper Canada Bible society, through its treasurer, Elias Rogers, has donated to the Gideons 3,000 Bibles for distribution in the hotels of the Dominion.

The following resolutions were unanimously adopted:

We, the Gideons, or Christian Traveling Men, renew our allegiance to our Heavenly Father and our precious Saviour, Jesus Christ, His son for His saving and keeping power and the sparing of our lives to again assemble in convention at this time.

We, realizing the awful and destroying power of the cigarette upon the youth of our land—physically and mentally—do hereby urge our members to abstain from the use of tobacco and to exert their influence against the sale of cigarettes and the use of tobacco.

Seeing the terrible destroying power of the demon King Alcohol on the lives of the men who have become addicted to intoxicating drinks as a beverage, destroying the home, impoverishing, brutalizing and changing loving mankind into demons, and the corrupting influence of the saloon upon the nation, debauching politicians and statesmen

and all whom it comes in contact with.

We hereby disprove of the brewers and distillers peddling their beer and whisky from house to house, corrupting the youth of our land and using their money for the corruption of statesmen.

And we do protest against the government's policy of issuing licenses in prohibition territory and that every effort be made to secure legislation against the shipping of liquors into prohibition states against the law of the state.

Therefore, we, the Gideons, now assembled, re-pledge ourselves to use our best endeavors and our influence to divert these evils from our land.

We therefore urge the prohibition of the manufacture of intoxicating drinks and the abolishing of saloons from our land.

We therefore urge our members to live and work for a clean, virtuous life with only one standard of morals for men and women.

We wish to tender a vote of thanks to the proprietors of the Griswold House for the use of their pleasant assembly room and other conveniences; also to the chamber of commerce for the kindly greetings, and to the press and the committee on the entertaining auxiliary; also the owners of the Ford building for the use of the building for seeing the city.

Also to the Detroit camp for their splendid arrangements and entertainments, and to the churches of the city which opened their doors for Sunday services for the Gideons, especially the Baptist church for its big Sunday evening mass meeting.

Looking Forward To the Annual Picnic.

Traverse City, July 25—Traverse City Council, No. 361, U. C. T., is sparing no pains to make its fourth annual picnic, to be held at Poplar Point Saturday, August 20, a success in every sense of the word.

W. S. Godfrey, who is chairman of the Picnic Committee, has appointed a bunch of boosters to assist him and from all reports it will eclipse any of our former picnics, which is saying a lot.

Basket dinner, music, boating, sports of all kinds and two large

tents have been engaged for the animals (Weaver and Wilson).

Our Council is in a healthy condition and our souvenir books, of which there will be 750 copies issued, will be out in about a week. This book sets forth the beauties of our fruit and resort regions, besides a lot of local views and cuts of all the members and a history of the order.

Our membership at present is seventy-eight. Fred C. Richter, Sec'y.

Kalamazoo and Battle Creek Travelers.

Kalamazoo, July 26—The annual picnic of the local association of the Commercial Travelers is to take place July 30 at LaBelle's landing, Gull Lake, where they will unite for the day with the Battle Creek travelers. The picnic is expected to bring out a large number of both members and their wives and special entertainment features will be provided, one of them being a base ball game between the Battle Creek and Kalamazoo orders.

The joint picnic is a new departure this year and one that is expected to be a very enjoyable one. Special cars have been provided for the occasion to run from both cities.

The local Committee which has the arrangements for the day in charge is composed of Chairman H. H. Rowe, H. P. Baumgardner, C. De France and G. P. Parks.

The Postoffice Department deficit would be greatly reduced if it could be relieved from carrying the tons of stuff that goes free under the rubber stamp signature of congressmen. It is said that a Western senator recently ordered 800,000 copies of one of his speeches sent through the mails, and the order is to be repeated. Senator Depew has recently had thousands of his speeches printed and mailed at Government expense. He is a candidate for re-election and this keeps him before the people with no cost or trouble. A public official at Washington, with a mathematical trend of mind, estimates that if all of the matter forwarded under congressional franks since January 1, should be loaded on one train, it would require the power of five locomotives to haul it. If such is the case, the franked matter is responsible for a fair share of the annual postal deficit.

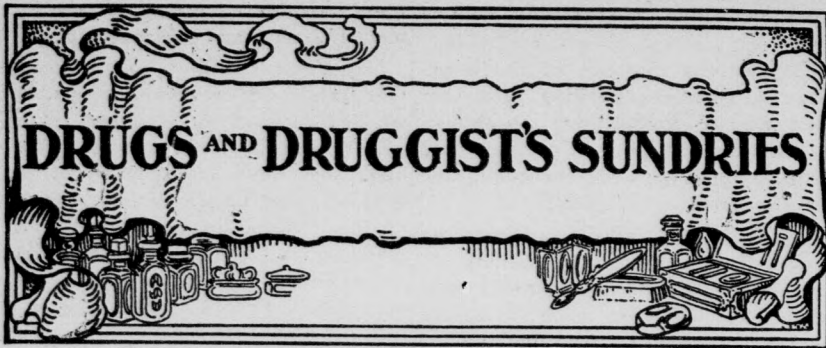
FOR SALE

Stock of groceries and fixtures. Well located—directly opposite Court House on main street of Hastings, Mich.

A bargain, but you'll have to hurry. It's sure to go quick.

J. R. GILLARD, Trustee

236 Houseman Bldg., Grand Rapids, Mich.



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.

Some of Pharmacy's Most Urgent Needs.

Where do you stand? is a perfectly legitimate question to ask of any individual or interest when there are under discussion problems which closely affect the welfare of the individual or of the interests involved. Thus it is an imperative duty as well as a principal function of the pharmaceutical journal to place itself unequivocally on record on all matters pertaining to the welfare of pharmacy. While exerting every effort to foster and promote the legitimate interests of its varied clientele, the journal should be equally prompt to recognize shortcomings and, if possible, to point out means for their removal or correction.

It has seemed to us that at the present time there are a number of important problems confronting pharmacists in the discussion of which that plain line of demarcation or separation of right from wrong has been confused or lost sight of. Not by all pharmacists or even by a majority, but there is unquestionably in what we believe a small minority a dullness of conscience and a disregard of ethical principles. In this class commercial morality has been subordinated to the question of self-interest, the distinction between mine and thine has been wiped out in trade dealings, and in more professional matters a similar lack of appreciation of what is right and honest is apparent.

Therefore we say, it becomes the duty of the journal to point out such derelictions, not in a spirit of carping criticism, but with the purpose of cutting out the canker which unquestionably infects the whole body.

These problems are known to every reader of pharmaceutical literature. They afford topics for perennial discussions and resolutions at pharma-

ceutical meetings, but the pharmaceutical conscience has not as yet been awakened to the degree that pharmacists will cleanse themselves of taint upon them.

We believe that the druggist who will persistently prosecute his calling along professional lines and in the commercial department with absolute justice to all will be rewarded, and quickly and permanently, by material success in a large degree. We do not believe it necessary for any druggist to swamp the professional end of his business by making the mercantile department one in which the trade abuses alluded to are practiced.

We can not for the life of us imagine how a druggist can expect to receive, nor why he should receive, the prescription patronage of physicians, when his store windows are loaded down with his own preparations or those of some manufacturing concerns, syndicated or otherwise, intended, advertised and exploited in a way to induce the public to purchase these products direct for the cure of all manner of bodily ills. The druggist can talk himself blue in the face and he can push the propaganda (magic word) to the limit in his attempt to secure the physician's good will and patronage, but he will never succeed so long as in all departments of his store, even the prescription end, he is cutting the physician's throat by means of the practices alluded to. It is our positive belief that the pharmaceutical profession must return to first principles to regain that position of high regard with the public and physicians they formerly enjoyed, or there must come an absolute divorce and separation of the purely professional end from the mercantile phase of the vocation. The problem is a many sided one, yet it is not so difficult of solution after all, if the pharmacist will only keep before him, and at all times, a clear conception of what is truly his and what belongs to the other man. It is encroaching on each other's prerogatives and provinces which has created the dissension between druggists and doctors, and there will be no relief and return to the proper and desired state until each party quits his own reprehensible acts.—Practical Druggist.

The doctrine that Providence never bothers you as long as you are miserable gives great comfort to many.

Some men who talk a lot about a faithless ministry would have a fit if the preacher told the truth about them.

Denatured Alcohol Not a Fizzle.

We used to hear a lot about the wonders of denatured alcohol, and the time being near at hand when every farmer would be running his cornstalks and weeds through his own private still and turning them into the denatured article. Not so many predictions of this kind have been floating about in recent months, but it is not in accord with the facts to say that denatured alcohol is a fizzle, as some of the agricultural papers have been declaring of late.

The fact is that the production of denatured alcohol has been getting around to a business basis, the wind is being worked out of the claims that were made for it, and it is taking its place as a stable industry.

Uncle Sam decided to abolish the denatured alcohol division of the internal revenue service July 1. This change of policy is easily explained, however, without any detriment to the denatured alcohol industry. At the time of the passage of the denatured alcohol law, the Government provided an elaborate department and service for the purpose of taking care of the supervision of the industry, prevention of frauds upon the revenue, inspecting premises of dealers, and so on.

As the industry secured a foothold it has become apparent that there is little or no danger to the Government's revenue in the distribution of denatured alcohol, and this is the principal reason why the services of field agents have been dispensed with. A small army of clerks go, too, because the internal revenue regulations have been so simplified that the regular internal revenue service at Washington is able to take care of the reports and other clerical details.

The idea that every cross roads would prove a dumping ground for the refuse of the farmers and the refuse be turned into denatured alcohol from the farmer's own still has proved to be entirely visionary. It takes a first-class distillery run on business principles by experienced men to make denatured alcohol at a profit, just as other lines of business require the same application of intelligence and experience.

But that does not mean that the making of denatured alcohol is not now an established industry, and its use a distinct addition to the advantages of living in this first decade of the twentieth century.—Davenport Times.

Foot Powders.

The powders may be divided into three groups:

1. Those which are soluble in water, and therefore equally soluble in the perspiration of the feet. Boric acid is soluble in water and perspiration and is useful in cases in which there is excessive perspiring, with or without a bad odor.
2. Powders which are insoluble in fluid or in perspiration, of which starch powder or oxide of zinc powder is a type.
3. Mixed powders—partly soluble and partly insoluble. For men who

have much walking to do the mixed powder is the best.

Salicylic acid (very finely powdered), 1 dr.; boracic acid (finely powdered), 1 oz.; French chalk (carefully prepared) to, 4 ozs.

This is used in European armies for the prevention of tender sore feet.

Another worth noting is:

Salicylic acid, 1 dr.; oleate of zinc (powdered), 1 oz.; talc or French chalk to, 4 ozs.

This makes a soapylike powder exceedingly pleasant to the skin. Part of the boracic acid in the first prescription would be soluble in perspiration. The chalk and oleate of zinc are not soluble and would render the skin soft and comfortable and remove the heat and redness.

What Inducements Does Pharmacy Offer?

Does pharmacy as practiced to-day in the United States offer an inviting field to the young man? Are the rewards coming to the clerk or the proprietor of such nature as to induce young men to fit themselves for this calling? We are arranging to present the views of a number of subscribers, both clerks and proprietors, and we herewith extend a cordial invitation to any of our readers to write something, brief or extensive, upon this vital topic. Clerks complain that with the same amount of energy, educational equipment, and the like, they would more rapidly progress in any other field. We are told also that the drug clerk is more poorly paid and works a greater number of hours than clerks in other lines of business. Let us have a full and free discussion.

The Drug Market.

Opium—Quinine and morphine are steady.
 Ergot—Is advancing on account of the light crop.
 Lupulin—Has advanced and is tending higher.
 Lycopodium—Has advanced.
 Menthol—Has advanced.
 Juniper Berries—Are higher.
 Oil Rose—Is tending higher.
 Natural Sassafras Oil—Is higher.
 Arnica Flowers—Are higher.
 Gum Camphor—Is very firm and tending higher.
 Gum Asafoetida—Has advanced.
 Short Buchu Leaves—Are higher.
 Celery Seed—Has advanced.
 Caraway Seed—Is tending higher.

Mosquito Lotions.

I.
 Eucalyptol 1½ ozs.
 Tincture pyrethrum 7½ ozs.
 Cologne water 6 ozs.
 Acetic ether 7½ drs.
 Dilute with 5 to 6 parts of water and apply to the skin to prevent the attacks of the mosquitos. Also spray about the room.

2.
 Mix 2 ozs. glycerin, 4 ozs. oil pennyroyal, 6 ozs. olive oil, with 12 drs. ammonia water and apply.

3.
 Mix 1 oz. phenol, 2 ozs. spirits camphor, 2 ozs. oil pennyroyal, 2 ozs. glycerin, 4 ozs. oil tar and 4 ozs. lard oil. Apply when necessary.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, categorized by type such as Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

HOME COMING

August 22 to 27, 1910

We invite and urge all our customers and friends to visit

Grand Rapids

During Home Coming Week, and to call at our store and accept of our usual hospitality

Holiday Goods

Our line of samples will be on display at this time, which is somewhat earlier than usual, and your careful inspection and consideration of the same is invited.

Hazeltine & Perkins Drug Co.

LaBelle Moistener and Letter Sealer

For Sealing Letters, Affixing Stamps and General Use

Simplest, cleanest and most convenient device of its kind on the market.

You can seal 2,000 letters an hour. Filled with water it will last several days and is always ready.

Price, 75c Postpaid to Your Address

TRADESMAN COMPANY GRAND RAPIDS, MICH.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Market By Columns

Table listing various grocery items and their market status (Advanced or Declined) with corresponding column numbers (1-5).

Column 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, CHICORY, CHOCOLATE, COCOANUT, COFFEE, COGNAC, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAPES, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALSIFIES, SODA, SUGAR, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Column 2: OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, CARBON OILS, CEREALS, CHEESE, CHICORY, CHOCOLATE, COCOANUT, COFFEE, COGNAC, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAPES, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALSIFIES, SODA, SUGAR, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Column 3: CHEWING GUM, CHICORY, CHOCOLATE, COCOANUT, COFFEE, COGNAC, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAPES, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALSIFIES, SODA, SUGAR, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Column 4: COCOANUT MACAROONS, COCOANUT HONEY CAKE, COCOANUT HON JUMBLES, CRUMPETS, DINNER BISCUIT, DIXIE SUGAR COOKIE, FAMILY COOKIE, FIG CAKE ASSORTED, FIG NEWTONS, FLORABEL CAKE, FLUTED COCOANUT BAR, FROSTED CREAMS, FROSTED GINGER COOKIE, FROSTED HONEY CAKE, FRUIT HONEY CAKE, GINGER GEMS, GINGER GEMS ICED, GRAHAM CRACKERS, GINGER SNAPS FAMILY, GINGER SNAPS N. B. C., GINGER SNAPS N. B. C. SQUARE, HIPPODROME BAR, HONEY BLOCK CAKE, HONEY CAKE N. B. C., HONEY FINGERS, AS. ICE, HONEY JUMBLES, ICED, HONEY FLAKE, HONEY LASSIES, HOUSEHOLD COOKIES, HOUSEHOLD COOKIES ICED, IMPERIAL, JERSEY LUNCH, JUBILEE MIXED, KREAM KLIPS, LADDIE, LEMON GEMS, LEMON BISCUIT SQUARE, LEMON FRUIT SQUARE, LEMON WAFFER, LEMONA, MARY ANN, MARSHMALLOW WALNUTS, MOLASSES CAKES, MOLASSES CAKES ICED, MOLASSES FRUIT COOKIES, MOTTLED SQUARE, NABOB JUMBLES, OATMEAL CRACKERS, ORANGE GEMS, PENNY ASSORTED, PEANUT GEMS, PRETZELS, HAND MD., PRETZELLETES, HAND MD., PRETZELLETES, MAC. MD., RAISIN COOKIES, REVERE ASSORTED, RITTENHOUSE FRUIT BISCUIT, RUBE, SCALLOPED GEMS, SCOTCH COOKIES, SPICED CURRANT CAKE, SUGAR FINGERS, SULTANA FRUIT BISCUIT, SPICED GINGER CAKE, SPICED GINGER CAKE ICD, SUGAR CAKES, SUGAR SQUARES, LARGE OR SMALL, SUNNYSIDE JUMBLES, SUPERBA, SPONGE LADY FINGERS, SUGAR CRIMP, VANILLA WAFERS, WAVELY.

Column 5: FESTINO, BENT'S WATER CRACKERS, CREAM TARTAR, BARRELS OR DRUMS, BOXES, SQUARE CANS, FANCY CADDIES, DRIED FRUITS, APRICOTS, CALIFORNIA, CORSICAN, CITRON, CURRANTS, LEMON AMERICAN, ORANGE AMERICAN, RAISINS, CALIFORNIA PRUNES, FARINACEOUS GOODS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAPES, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALSIFIES, SODA, SUGAR, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 6: Kansas Hard Wheat Flour, Lemon & Wheeler Co., White Star, Wizard, American Eagle, Golden Horn, Wisconsin Rye, etc.

Table 7: PROVISIONS, Barreled Pork, Short Cut, Bean, Brisket, Pig, Dry Salt Meats, S P Bellies, Lard, Compound Lard, etc.

Table 8: Mess. 40 lbs., Mess. 10 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., Whitefish, SHOE BLACKING, SNUFF, SOAP, etc.

Table 9: 1/4 lb cans 2 dz in ca. 1 7/8, Pure Cane, Fair, Good, Choice, TEA, Sundried, etc.

Table 10: Butter Plates, Wire End or Ovals, Barrel, 5 gal., Barrel, 10 gal., Churns, etc.

Table 11: Old Wool Pelts, Lambs, Shearlings, Tallow, No. 1, No. 2, Unwashed, Wool, etc.

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 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritans 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case .. 2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case 2 60

FRESH MEATS

Beef
Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 1 1/2
Loins 9 @ 1 1/4
Rounds 7 1/2 @ 9
Chucks 7 @ 7
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..

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

50ft. 1 35
40ft. 95
60ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

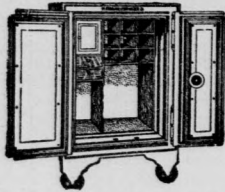
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size.. 6 50
50 cakes, large size.. 3 25
100 cakes, small size.. 3 35
50 cakes, small size.. 1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York
Chicago St. Louis
Minneapolis

Post Toasties

Any time, anywhere, a delightful food—
"The Taste Lingers."
Postum Cereal Co., Ltd.
Battle Creek, Mich.

H. LEONARD & SONS

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

The BEST Sellers

BAKER'S COCOA and CHOCOLATE



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

52

Registered, U.S. Pat. Off. Highest Awards

Walter Baker & Co. Ltd.

Established 1780 DORCHESTER, MASS.

What Is the Good

Use

Tradesman

Coupon

Books

Made by

Tradesman Company
Grand Rapids, Mich.

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

To Rent—Store building adapted to general stock or dry goods and grocery stock. Good point for hustler. Dr. E. William Bolio, Coral, Mich. 752

Wanted—Second hand McCaskey register. For sale, peanut roaster and popper. Fine cash register. J. H. Lankton, Waverly, Ill. 765

For Rent—Country Store. \$15 per month. Two-story stone building 25 x 50, with counters, shelving, suitable for general country store. Can be stocked for \$2,500; sales \$900 per month. New town on Chicago, Indiana & Southern Railway. Postoffice pays the rent. Address J. M. Conrad, Conrad, Newton Co., Ind. 764

Cash Register For Sale—Seven-drawer National register as good as new and in perfect order. Will sell at a bargain. Address, The Landon-Thacker Co., Marion, Ohio. 766

Read This, Mr. Merchant

Why not permit me to conduct a big July or August sale on your stock? You'll clean up on old goods and realize lots of money quickly. Remember I come in person, qualified by knowledge and experience. Full information on request.

B. H. Comstock,

907 Ohio Building Toledo, Ohio

For Sale—A clean stock of general merchandise. Invoice \$11,000. Good town of 700. Two other general stores. Want to sell building and all. In a good farming country. A fine opening for some one. Will give good discount for cash. Cause for selling, ill health. Address Woodward Bros., Haviland, Kans. 767

Wanted—Stock of dry goods or shoes in exchange for choice land. C. W. Comstock, Lost Nation, Ia. 768

Thoroughly equipped ice-cream parlor and candy kitchen. Will inventory over one thousand dollars. Will take five hundred for quick sale. There is a reason. Address 769, care Tradesman. 769

A tin and plumbing shop in a town of 4,500. Mineral springs in town. Put in water works this summer. Good reason for selling. Brown Bros., Searcy, Ark. 770

Big Bargain in Timber and Mill. Fine band mill, logging outfit and more than 45,000,000 feet of fine hardwoods, cypress, ash, poplar, oak, cottonwood, gum and pine. Well located, advantageous freight rates. Operations can be started in two weeks. Big bargain for quick buyer. Write for particulars. Savannah Valley Lbr. Co., Augusta, Ga. 771

For Rent—Large dry goods or department store; old stand; best corner in town; on lake-to-igulf waterway. Dr. Smith, Morris, Ill. 772

For Sale—General stock, store building and dwelling, located in railroad town not far from Grand Rapids. Stock will inventory about \$2,500. It will pay you to investigate this proposition. Address No. 775, care Michigan Tradesman. 775

A TRIAL PROVES THE WORTH

Increase your business from 50 to 100 per cent. at a cost of 2½ per cent. It will only cost you 2c for a postage stamp to find out how to do it, or one cent for a postal card if you cannot afford to send a letter. If you want to close out we still conduct auction sales. G. B. Johns, Auctioneer and Sale Specialist, 1341 Warren Ave. West, Detroit, Mich.

For Sale—Grocery stock and fixtures, horse, wagon and sleigh, inventory \$1,400. Bright clean stock and modern fixtures, located in the best section of Grand Rapids, established trade \$1,000 a month, good building, 20 x 30, store room in rear, rent \$20 per month. I am a widowed lady and can not stand the work, good man can double my trade. Address 776, care Michigan Tradesman. 776

For Sale—Well established drug stock in thrifty town tributary to rich farming community. Stock and fixtures inventory \$1,400. Will sell for \$1,200. No dead stock. Terms cash or its equivalent. Address No. 777, care Michigan Tradesman. 777

For Sale or Rent—One of the best stores in Cass City, will be vacated August 1; or any part of the present stock of goods may be bought with it. I. A. Fritz, Cass City, Mich. 778

For Sale—A good exclusive shoe business in live county seat, town of 2,000 in Central Michigan. For particulars, address F. J. Brown, Mason, Mich. 779

For Sale—Clean stock general merchandise; \$7,000; splendid location; nice building; cheap rent. Address lock box, 15, Astoria, Ill. 758

For Sale—Clean new, up-to-date stock of general merchandise, which will invoice between \$4,000 and \$4,500; also new building and lot; located in center of splendid farming district. Address Box 9, Douglas, Ill. 759

For Sale—A general store in village of Willbury on interurban between Benton Harbor and Paw Paw Lake, a good fruit shipping point, cash farmers trade as high as \$50 per day, no credit. A splendid location for drug store in connection. Corner lot 40 x 60. Building 30 x 35. Stock \$800. Will sell all for \$1,800. Address Will Kitron, Benton Harbor, Mich. 760

For Sale—Well established grocery store, excellent location. Business about \$20,000 per year. Address J. B. Anderson & Son, 229-231 Broadway West, Little Falls, Minn. 761

An Opportunity to buy dry goods and shoe store in California. Pa. Stock about \$15,000, doing a cash business \$40,000 annually. Easy terms to right party. This is a money-maker. Address W. H. Kirby, California, Pa. 762

Good Established bakery, ice cream and lunch parlor. Have been in bakery business here for fifteen years. Good brick oven 11 x 13. Day bread-mixer all in first class shape. Come and work a few days and see for yourself. R. P. Hansen, Waupaca, Wis. 763

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. 764

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. 767

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—Outfit for the manufacture of canvas gloves. New. Never been used. Would consider trade. Address M., care Tradesman. 753

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

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

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

Wanted—Man for grocery department. Must have some experience and must be sober and industrious. Address No. 747, care Tradesman. 747

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—Meat market equipment and stock, slaughter house and equipments and five acres of land. Good reasons for selling. Address No. 739, care Tradesman. 739

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

Wanted—Stock of goods in exchange for good farm. Wm. N. Sweet, Lake Ann, Mich. 729

To Rent—Shoe store, brick, modern, 17½ x 60 ft., with basement, shelving, counter, desk, light fixtures, shades, screens, awning frame. Good location. Good opening. Reasonable rent. Population 3,000. Julius R. Liebermann, St. Clair, Mich. 726

Yellow pine stumpage for sale, reasonable terms, ten million feet within three miles of the Norfolk and Western railway. Good logging section, \$30,000. Can sell half if desired. Address Lock Box 37, Blackstone, Va. 724

For Sale—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

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

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. 548

For Sale—A good clean stock of hardware and furniture in Central Michigan town of 500 population, situated on railroad. Address No. 683, care Tradesman. 683

HELP WANTED.

Wanted—At once, shoe clerk, good salary. Must be a good worker and reliable. Send references. Prefer single man. P. C. Sherwood & Son, Ypsilanti, Mich. 725

Wanted—Experienced clothing salesman, must understand window trimming. Good salary and steady position to right party. Address M. Lowenberg, Battle Creek, Mich. 727

Wanted—Regular traveling men in almost every state to handle a line of neckwear specialties as a side line; small commission, but quick selling articles and exclusive state rights given. Address Standard Neckwear Co., Boston, Mass. 774

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

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

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

SITUATIONS WANTED.

Thoroughly competent china, house-furnishing, toy and notion man wants position as buyer and manager, 25 years' experience and a hustler. Best references. 773, care Tradesman. 773

Wanted—Position in grocery or general store. Five years' experience. References furnished. Address, Lock Box 5, Chippewa Lake, Mich. 780

Want Ads. continued on next page.



Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

MICHIGAN HARDWAREMEN.

Good Things in Store For Them Next Month.

Marine City, July 25—I am enclosing you herewith programme of our forthcoming convention to be held in Detroit next month. We are preparing to issue a ninety-six page souvenir programme, which will be mailed to every hardware dealer in the State next Saturday, and we feel confident that the attendance will break all previous records.

Practically all of the space, with the exception of a few booths, has been disposed of and the applications on hand assure us that everything will be taken prior to the date of opening.

We are urging the delegates to bring their wives and the Ladies' Committee is preparing to see that the visiting ladies are properly entertained during the time that the business sessions are being held.

I trust you will find space in your current issue to make some mention of the convention.

A. J. Scott, Sec'y.

The programme for August 10, 11 and 12 is as follows:

Wednesday Morning.

9 a. m. Official opening of the exhibits in the Auditorium of the Light Guard Armory.

The Secretary's office, which is located at the left of the main entrance, will be open all the morning. New members are particularly requested to register early, so that the Reception Committee can see that they are promptly made acquainted with the other members of the Association.

11 a. m. Meeting of the Executive Committee in the Ladies' parlor on the ground floor.

Wednesday Afternoon.

1.30 p. m. Meeting called to order by President Chas. A. Ireland, of Ionia, in the lower auditorium of the Armory.

Song, "America," led by instrumental music.

Address of welcome by Hon. Philip Breitmeyer, Mayor of Detroit.

Response to address of welcome by Charles A. Ireland on behalf of the active members and F. E. Woolley on behalf of the associate members.

Announcement of members selected for committee work.

Reading of minutes of the last regular meeting.

Reception of communications.

Annual address of President Charles A. Ireland, Ionia.

Annual report of Treasurer Wm. Moore, Detroit.

Annual report of Secretary A. J. Scott, Marine City.

Address, "Co-operative Insurance," by W. P. Lewis, Huntingdon, Pa.

Question box.

Adjournment.

(Exhibits will be open after each business session.)

Wednesday Evening.

The exhibits will be open in the evening with a special programme in the main auditorium. The public will be admitted upon presentation of

printed invitations distributed by the members of the Association.

Thursday Morning.

9 a. m. The exhibits will be open until 1 o'clock and members are urged to spend as much time as possible at the Auditorium. A visit to every booth will be found profitable and educational and the opportunity to become posted on the merits of the various lines should not be overlooked.

Thursday Afternoon.

1.30 p. m. Meeting called to order by the President.

Address by Hugh Chalmers, President Chalmers Motor Co., Detroit.

"An Hour With the Traveling Men." This feature of the programme will be in the hands of F. E. Woolley, of Ann Arbor, one of our charter associate members.

Address, "The Real Thing," M. M. Callaghan, Reed City.

Discussion.

Report of the eleventh annual convention of the National Retail Hardware Association, held at Denver, by O. H. Gale, of Albion.

Question box.

Adjournment.

Exhibits will be open from time of adjournment until 6 o'clock.

Thursday Evening.

A theater party has been arranged for, the delegates being given the choice of seats at either the Temple theater (high class vaudeville) or at the Garrick theater (Bonstelle Stock Company, playing "A Woman's Way"). Tickets will be distributed by the Secretary at the time delegates register and these must be exchanged at the box office of the theater before 3 o'clock Thursday afternoon.

Friday Morning.

9 a. m. The exhibits will again be open all the morning and this is the last opportunity at the convention that delegates will have to place their orders for goods.

Friday Afternoon.

1.30 p. m. Meeting called to order by the President.

Reports of Committees on Auditing, Constitution and By-laws and Resolutions.

Report of Committee on Legislation.

Consideration of committee reports.

Our National Association, by Sharon E. Jones, Richmond, Ind., First Vice-President N. R. H. A.

Unfinished and new business.

3 p. m. Special order of business.

Report of Committee on Nominations.

Election of officers.

Selection of next convention city.

Good of the order.

Question box.

Adjournment.

Friday Evening.

A boat ride on the river as guests of the manufacturers and wholesalers of Detroit.

Quick Time To Upper Peninsula Points.

Willom Logie has received the following letter from G. J. Keate, General Freight Agent of the G. R. & I., regarding the time required to

transport freight from Grand Rapids to Upper Peninsula points:

"Our freight leaves Grand Rapids at 8:55 p. m. and arrives at Mackinaw at noon next day. It is transferred immediately and reaches the Soo at 9 p. m. and Marquette at 2 a. m. In other words, freight leaving here Monday night is at the Soo Tuesday night and at Marquette early in the morning of Wednesday and reaches the Copper Country on the afternoon of the same day. We have been complimented several times on our service to various points reached by the D., S. S. & A."

This is better time than Detroit jobbers are able to make with their shipments, ours arriving at Mackinaw City in fifteen hours, as against sixteen hours from Detroit, and at the Soo in twenty-four hours, as against thirty-five hours from Detroit.

The Detroit jobbers are jubilant over their ability to announce that arrangements have been perfected for direct through billing to most of the Upper Peninsula points. As a matter of fact, Grand Rapids has enjoyed this privilege for several years, greatly to her advantage. Grand Rapids shippers can send goods by any express company represented here and have them billed through to destination.

Lansing Grocers Will Picnic In August.

Lansing, July 25—A special picnic committee consisting of D. Glenn, Claude E. Cady and Charles W. Reck was appointed at the last meeting of the Grocers and Butchers' Association to go to Cedar Point, Ohio, to look over the proposition of that resort as a place for holding the annual picnic. The committee, however, may not go to the Point, but Hague Park, near Jackson, this being a resort that is much in favor on account of its nearness.

Special picnic rates are very difficult to secure on account of the State law relative to the reduction from three cents to two cents a mile. No company will give a better rate than

one fare for the round trip. Port Huron, Bay City, Detroit and Grand Rapids are consequently tabooed.

A special meeting has been called for next Tuesday night to listen to the report of the picnic committee. Just what rate can be secured from the Lake Shore to Cedar Point is conjectural. Efforts, however, to get a very large reduction to this ideal watering place will be put forth.

The question of a public market was touched upon but slightly Tuesday night owing to the small attendance at the meeting. The date for the annual picnic has always been the second Thursday in August. As the races will be held at that time this year, the usual time has been abandoned, there being too many members of the Grocers and Butchers' Association and others who have their "fliers" in mind.

The Boys Behind the Counter.

Cassopolis—G. D. Hilton, of Ft. Wayne, Ind., has taken a position as pharmacist with the Charles A. Bishop Drug Co.

Grand Ledge—Albert Maier has gone to Alma, where he has a position in a clothing store owned by his brother, George Maier.

Traverse City—W. D. Turner has resigned his position in the hardware department of the Hannah & Lay Mercantile Co. to accept one with the Towner Hardware Co., of Muskegon, to take place on August 1. Mr. Turner has been in his present position since last September and previous to that time he had been connected with the hardware business of the city for the past fourteen years.

BUSINESS CHANCES.

Wanted—To buy or take half interest in well established business, general stock, hardware or grocery preferred, but would consider any good proposition. Address M. F. B., care Tradesman.

781

For Sale—Furniture store, doing a good business in city of 5,000, best location in city. Stock in first-class condition. C. B. Bishop & Co., Hastings, Mich.

782

Merchant—If you want to sell your stock I can get you a buyer. F. T. Barrett, Grand Rapids, Mich.

783

Daniel Lynch Company

Successor to

Daniel Lynch

Extracts Baking Powders Spices

Coffees Teas Bluing

and

Soda Fountain Supplies

Grand Rapids

=

=

Michigan

If Your Customers Find the Cut of Our "QUAKER"

on their packages of Coffee and Spices they will be certain they bought the RIGHT KINDS

WORDEN GROCER COMPANY
Grand Rapids
The "Right Kind" Wholesalers

In Case of Fire You Must Prove Your Loss

If your store burns you must prove to the insurance adjuster how much stock you had. The mere statement that you had \$2,000 or \$5,000 worth of goods on hand will carry no weight. Your accounts must be in shape to prove your loss.

The easiest, simplest, cheapest, yet most efficient way is by the use of THE McCASKEY SYSTEM of handling accounts with one writing.

Send us a postal card and we will tell you how and why.

THE McCASKEY REGISTER COMPANY

The Complete System

ALLIANCE, OHIO

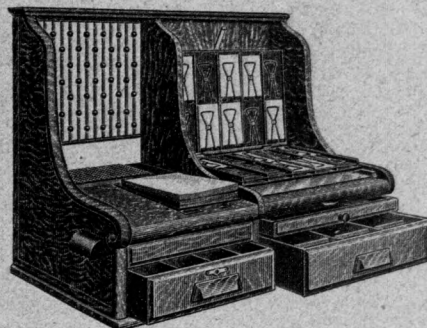
FIRST AND STILL THE BEST

Grand Rapids Office
256 Sheldon St., City 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.





THE grocer really
doesn't want
to sell bulk starch.

He realizes the trouble
and loss in handling it—
scooping and weighing and
putting it in a paper bag,
to say nothing of the little
broken pieces which settle

at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package
to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again.
To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY

NEW YORK



Don't Depend On a Dog

We know it is mighty hard work to convince the owner,
that his particular dog isn't the best all around store
protector and the most voracious

Burglar Eater

on earth, but as a matter of fact thousands of stores
have been robbed where nearly everything was taken
except the dog—and they could probable have coaxed

him off if they'd had any use for him. Dogs are all right for pets, but when it comes to protection for money,
books and papers they don't stack up with a

First Class Safe

We have the right kind, the kind you need. Write us to-day and let us quote you prices.

Grand Rapids Safe Co. Tradesman Building Grand Rapids, Mich.