

## Dreams for the River

Dreams for the river, the river,  
Dreams for the river that flows  
Down through the valley of voices,  
Down through the dingles of rose.  
Dreams for the beautiful river,  
Dreams for its lure as it lies  
Down in the echoing valleys  
Apriled in Paradise.

Dreams for the river that wanders  
Down to the singing of seas  
Under the old sweet places  
Bordered with old sweet trees.

Dreams for the mystical river,  
Shadowy now, or bright,  
Under the moon of the faery  
Tripping adown the night.

Dreams for the river, the river,  
Singing me out of its deep  
Songs of the beautiful valleys,  
Down the dim pastures of sleep.

Dreams for the loved old river,  
Sparkling with sun, or gray,  
Under the feet of morning  
Walking the phantom way.

## The Singer of Beauty

The poets of power and passion  
Are leaders and lords in the van;  
They help us to forge and to fashion,  
They teach us to plot and to plan.  
Oh, they are the strong ones, the smiters,  
The seers and the prophets of wrath,  
Who summon the swords of the fighters  
To clear for our progress a path.

But what shall be said of the singer  
Whose song has no purpose or plan?  
The bard who is only a bringer  
Of joy to the spirit of man?  
Shall he be despised and neglected  
As useless or vicious or vain?  
Shall he be rebuked and rejected,  
And silenced with scorn and disdain?

Ah, no, let him sing, let him fling us  
His song without purpose or art;  
The lark does not stir us or sting us,  
And yet he is dear to the heart.  
All praise to the poets of duty  
Who rouse us to wrestle with wrong,  
But here's to the singer of beauty,  
And here's to the lilt of his song!

*Dennis A. McCarthy.*

## My Creed

**T**O love justice; to long for the right, to love mercy, to pity the suffering, to assist the weak, to forget wrongs and remember benefits—to love the truth, to be sincere, to utter honest words, to love liberty, to wage relentless war against slavery in all of its forms, to love wife and child and friend, to make a happy home, to love the beautiful in art, in nature, to cultivate the mind, to be familiar with the mighty thoughts that genius has expressed, the noble deeds of all the world, to cultivate courage and cheerfulness, to make others happy, to fill life with the splendor of generous acts, the warmth of loving words, to discard error, to destroy prejudice, to receive new truths with gladness, to cultivate hope, to see the calm beyond the storm, the dawn behind the night, to do the best that can be done and then to be resigned.

*Robert G. Ingersoll.*



Our Brands of  
**VINEGAR**

Have been continuously on the market  
for over forty years



"HIGHLAND" Brand Cider and White Pickling  
"OAKLAND" Brand Cider and White Pickling  
"STATE SEAL" Brand Sugar



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

**Oakland Vinegar & Pickle Co.**  
Saginaw, Michigan

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

**Pure  
Cider Vinegar**

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

**The Williams Bros. Co.**

Manufacturers

Picklers and Preservers

Detroit, Mich.

**A Reliable Name**  
And the Yeast  
Is the Same

**Fleischmann's**

**Holds Its Own**

against all comers, with constantly increasing  
sales—larger this year than any year in the  
history of the business—

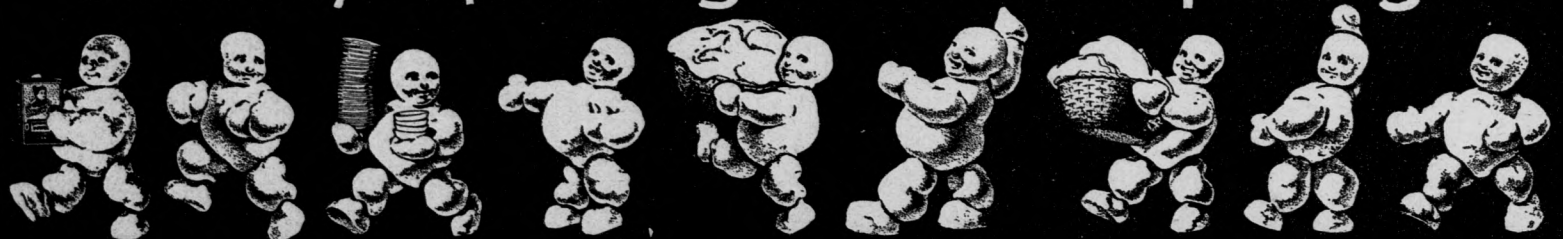
**Shredded Wheat**

the only breakfast cereal made in biscuit form,  
and the only cereal that forms a wholesome  
combination with fruits.

The Shredded Wheat business is built solidly and  
sanely upon educational advertising—the only kind that  
lasts—no premiums, no prizes, no bribes—no deals that  
force sales beyond the natural demand—nothing but a  
"square deal" for grocer and consumer. In August tell  
your customers to make their "meat" Shredded Wheat.

The Shredded Wheat Company, Niagara Falls, N. Y.

**Snow Boy keeps moving out - Profits keep coming in**



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

Ask your jobber's  
Salesman

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

# MICHIGAN TRADESMAN

Twenty-Seventh Year

GRAND RAPIDS, WEDNESDAY, AUGUST 3, 1910

Number 1402

## SPECIAL FEATURES.

Page.	
2.	New Industries.
3.	Men of Mark.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Indiana Items.
8.	Editorial.
9.	Business a Blessing.
10.	Men of Mark.
12.	Butter, Eggs and Provisions.
14.	Advertised Goods.
16.	The Ultimate Consumer.
18.	Store Failures.
20.	Learn To Be Alone.
22.	Dry Goods.
24.	Window Trimming.
26.	Woman's World.
28.	Clothing.
30.	The New Awakening.
32.	Shoes.
36.	Stoves and Hardware.
37.	Poverty and Hard Luck.
38.	Not the Old Town.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

## CONSERVATION.

A plan has recently been put into operation for using the X ray in the pearl fisheries. Previously many pearls were opened, although comparatively few contained gems. By this method it can be determined without injuring the mollusk whether or not it is of value; if not, it is returned to its natural element, where it may in time become a pearl producer—at least it will aid in the propagation of the race.

The principle of conservation, which has been predicted as the possible foundation for a new political party, has a much more extended scope than that of forestry and irrigation questions. As cited in the illustration, it may be extended to the lowest orders of the natural kingdom, while its application to the higher ones is manifold. Yet in no phase is it more essential than as applied to the human force.

At every turn of the road we see people losing time and energy through lack of this power of conservation. A great amount of muscle is employed where a small mechanical device might do the work better and with greater dispatch. We are endowed with power, but the knowledge to use it—surely this is the knowledge which is real power.

Our health is another factor where more conservatism is needed. We violate the fundamental principles of hygiene, burn the candle at both ends and then when Nature gives way entirely we fully realize what health is worth. Conservation at this point would put many of the doctors out of commission. Yet it is only one of many points. Conservation of time, of strength, of ability, of reputation, of every element which will render us better equipped for our work or make us better citizens, better men and women—this is the conservation which the world needs.

## THE SHORT MEASURE.

An article in the current issue of the American Magazine, while addressed especially to the housewife

and small buyer, will have as great an interest to every tradesman, since it treats directly upon his "Temptations to Cheat."

While the facts set forth may not be surprising to all dealers—and they certainly are not if there is any truth in the statements—their practical application concerns both honest and dishonest people.

After citing the various dodges commonly used to gain in weight and measure, the writer urges the plea for a more efficient and intelligent official inspection. This is necessary as a protection to the honest man who is forced to adopt illegitimate methods in order to compete with the cheat. The latter makes his specialty of cranberries at a cent a quart cheaper than the ruling price, selling them by liquid instead of dry measure, and thus compels his competitors to go out of the business or adopt his practices. The man who "stacks" his measures of onions and potatoes thrives for a time on the deception, yet if there is no official interference the honest dealer is not altogether helpless after all.

While the fraud is advertising his cheap goods, make your specialty Honest Measure. Raise the point of shortage and the housewives who have so long taken your measure without questioning will investigate. If they have no scales they will measure the sugar by the spoonful in order to prove to their own satisfaction who is giving the greatest weight for the money. If innocently using short weight scales correct the defect at once. If competing with one who is using them invite an investigation of your own weights and measures. This will set the public to thinking and to investigating. Honesty must ultimately win. But you must keep it at the front.

## THE HALF-PRICE APPEAL.

At this season the half-price allurement is frequent. All expect cut rates and are on the lookout for them. This is a competition which must be met. And it is really much better to dispose of the old stock, even at rates so low as to be profitless, rather than carry it over.

There are ways and ways of letting the public know about it. In a paper at hand a large advertisement by a local dealer enumerates the various departments, in all of which he states that "prices are marked down one-half." There is not a specific figure mentioned. It is just, Suits, one-half price, etc.

The effect is neither attractive nor convincing. There is no possible means of comparing the prices with those of Brown, across the way, who states the range in prices of his suits. And the reader at once finds

the thought suggesting itself that perhaps the proprietor has personal reasons for not wishing a comparison.

Worse still, there comes the suspicion that this half price bait may be literally a two-price one—and that the shrewdest buyer will get the best bargain. No one likes to pay more than his neighbor for an article. That there is an acknowledged reduction, yet that the figures are not made public, gives ground for the surmise that they are to be juggled with, and the inexperienced purchaser quickly decides to go across the street, where he can deal with known quantities.

The same space used in the systematic description of just what was meant by "half-price" would have been much more convincing. It is the concrete rather than the abstract for which men strive. If you pretend to tell a thing, tell it. Be as concise and clear as you would if a patron came into your store and asked the price of a certain piece of goods. Surely you would not insult him by the evasive, "It's half-price."

## SELLING WASHING MACHINES.

The early attempts at manufacturing washing machines resulted in such heavy machines, most of which did the work but superficially, that the very name carries with it disfavor in many homes. Break down the traditions of the household, prove that you have a light, easy running machine that will do the work, and your sale is practically made. But mind that you do these things.

A few years ago agents went from house to house, doing the family washing on their machines. This worked well, but a little later the housewife found to her sorrow that the work which had seemed so easy to a strong man was quite too heavy for her; even handling the machine was a burden. In many localities she is fast learning that there are really good machines adapted to her use, but she prefers to try them herself. This is her best test, her only real safeguard. Give her a three weeks' trial, with privilege of returning if not satisfactory. Show her the cross-cuts in the use of the machine. Emphasize the importance of soaking the clothes in warm water over night before washing. Tell her to pour boiling water over fruit stains; to set the color in black and white goods by pouring boiling suds over them. Show her that the weight of the wet clothes when transferred to the wringer does not come upon her back. Let her prove to her own satisfaction that a bed quilt is as easily managed as the same bulk in small articles. If the machine is up-

to-date she would not part with it in three weeks for twice the money.

Curtis Baldwin, a farmer of Nickerson, Kan., has invented a machine for threshing grain in the field, which it is claimed will solve the problem of help for the harvest and the shocking of grain in the field. It has been tested on wheat and oats, and the grain was satisfactorily threshed in both instances. It is said that on this machine one man can do the work of twenty-five men, and one machine and four horses supplant expensive machines and many horses now used in threshing and harvesting grain. The mechanism of the thresher is simple. It resembles a header and the horses are driven behind the machine. In place of the header sickle there is a cylinder 10 inches in diameter. The heads of the grain are driven against this cylinder by the driving blast of an exhaust fan. The grain is then carried back into a cleaner, where it is separated from the chaff, which is carried by an elevator to the sackers. The fan and elevator are run by a gasoline engine. The machine is made of steel and weighs about 2,500 pounds. A patent is now pending and preparations are being made at Wichita to manufacture the thresher.

The United States Department of Agriculture has issued its Year Book for 1910, and its figures indicate a remarkable growth of the dairy industry. There are 21,720,000 milch cows in the United States, and these are worth \$702,945,000. The magnitude of the industry can perhaps be best understood when it is considered that these cows produce yearly about \$1,000,000,000 worth of dairy products. This immense production is required to meet the growing home demand. Although there are many cows that fail to yield enough milk to pay their board, dairying is profitable when conducted on modern methods. Milk, butter and cheese are staples for which there is a steadily increasing demand, and there is little danger of over-production.

Germany has been a great market for agricultural machinery in the last decade, and the demand is steadily growing. An agricultural census was taken in June, 1907, in which only the more important machines in use on farms of more than eight acres were counted, and the result shows that the number was, at that date, 1,413,834, as compared with 686,141 in use in the year 1895. According to this provisional report centrifugal machines were in use by 23,000 farmers in 1895 and by 181,000 in 1907, while steam threshing machines which were used by 13,000 farmers in 1895, were used by 200,000 farmers in the year 1907.

## NEW INDUSTRIES.

## Novel Suggestion Offered by Grand Rapids Man.

How to get new industries is the problem that is enjoying the attention of the board of trade in every town of any consequence in the land, and the Board of Trade of Grand Rapids is in the race with the rest of them. The methods pursued by these organized efforts are familiar. Some, as in this city, dwell strongly on the advantages of the locality, others offer sites, bonuses, relief from taxation and various other inducements. A local capitalist who has given much study to industrial problems has a theory of his own as to how to build up a city industrially. His plan would be to first secure skilled workers in the industries it is desired to encourage; the industries themselves will come later. This city is noted as a furniture center. The enterprise and capital of the manufacturers and the art of the designers are important factors in this city's pre eminence, but the greatest and most important factor is the skill of the furniture workers who live here. Other cities may make furniture, but so long as the Grand Rapids workers are superior to the workers of other cities the Grand Rapids furniture will be the best. A few years ago the Malleable Iron Works were established in this city, and the big enterprise did not prove to be a success. The management changed and the first thing the new management did was to bring in molders of the highest skill. Molders are of a roving disposition. The good men brought in stayed a while and then moved on. Others were brought to take their places and gradually a permanent colony of good men was built up. The Malleable Iron Works to-day are a fine success, and not only this, but its success has made the success of other founders possible. This city is becoming an important foundry center, and new industries in this line may be looked for when it becomes better known what a large colony of skilled workers has been built up. This city ranks high as a printing and engraving center, and it is the skill of the workers that makes it so. Go right down the line—any industry in which the city leads has its foundation in the skill of the workmen, and this condition is not peculiar to Grand Rapids. It is the same in every city. Recalling these facts, the capitalist student suggests that if Grand Rapids wants to grow industrially a trade school should be established, where special attention can be given to the development of skilled workers along desired lines. Train young men to be first-class machinists, molders, wood workers, paper makers—anything, in fact, and the industries themselves will come as a matter of course. The young men themselves will start small industries instead of seeking employment of others, and these small industries will grow into big ones.

The excursion of the Grand Rapids Board of Trade to Muskegon, in

which Grand Haven has been invited to participate, ought to be a good thing for everybody. Individually the Grand Rapids, Grand Haven and Muskegon business men are good friends; collectively for years there has been more or less jealousy and suspicion among them. This excursion will bring the three towns together. They will get better acquainted and out of this better acquaintance will grow a more friendly feeling and a spirit of co-operation that will be helpful to all three towns and to all the tributary territory. The excursion is certainly a happy thought. Why not make it an annual function, with the invitation next year going from instead of coming to Grand Rapids?

Those who visit the lake shore resorts, Ottawa Beach, Macatawa Park, Highland Park, Lake Harbor, and the others, can observe the interesting process of reforestation if they will but go into the woods back from the beach and look around them. The hills along the lake shore were once covered with heavy timber, pine, spruce and hemlock. When the lumbermen finished little was left of their growth. Gradually the trees have been coming back, where they have been given the chance, and the process has been so rapid and satisfactory that to-day the woods constitute one of the greatest charms of these resorts. Pine and hemlock will be found in this new growth, but the varieties found in greatest abundance are the hard woods, beech, maple, oak, wild cherry and some hickory and elm. The hills seem to be pure white sand. How anything can grow is a mystery. But these lake shore forests seem to be wonderfully thrifty and growing rapidly. The trees are not large yet. The towering monarchs of noble girth are lacking, but it takes time for such trees to grow. Less than fifty years ago the original forests were destroyed. It will take at least fifty years more to restore them. The trees now are to be found in all stages of development from the seedling to a foot in diameter. Many of the trees are low limbed and spreading, showing that they had ample room for development, but the new growth is shooting up straight and slender, as trees grow in forests, and in time the struggle for light will make the strongest tower high above the ground. The conifers that are springing up are still small, except an occasional patriarch that the lumbermen left, but they are coming on finely and in time will assert themselves.

The reforestation of the lake shore sand hills has been the work of Nature with very little aid except protection from fire and from man. As left by the lumbermen these sand hills could not have been an inviting field for Nature to work in. But first the brambles came, and in their shelter the young trees had a chance to start. The proximity of the lake, which insured moisture and took the scorch out of the midsummer winds, helped and gradually the verdure of

the hills was restored. With the growth of the forests has come a fine forest cover, as it is called, of dead leaves and decayed wood. There is little soil substance to this cover, but it acts as a mulch, keeps the shifting sands in place and makes new growth possible. In a few years these lake shore forests will be among the things in which the State will take special pride. The fact that the forests add charm and value to the resort properties along the lake shore will insure proper care and protection for them.

The automobile has become a vehicle of politics and politicians. In the old day the candidate for office went about on horseback. Then he traveled by carriage or on the railroad. Now the up to date man after an office owns, borrows or rents an automobile and the pursuit of public honors has a gasoline backing. In the old day the candidate of big calibre advertised his proposed meetings and expected the voters to come in to hear his words of wisdom and many promises. Now the candidate, armed with a road map, hunts the voter at his home and wherever two or three of them can be cornered the speech is made. Who first used the automobile for campaigning purposes is not stated. Tom Johnson, of Ohio, was one of the first to do it on a large scale, with his spectacular tours through Ohio. Governor Warner was one of the first in Michigan to recognize the value of the automobile. But now they all do it. Amos S. Musselman has been reaching many of the corners of the State by automobile and so has Patrick H. Kelley and Chase S. Osborne. Senator Burrows has honked honked in many sections, which in the old fashioned way he could never have reached. All the candidates for Congress will be out in their touring cars this season and so will many of the candidates for county offices. In fact, the auto has become almost as much a part of the modern politician's equipment as his smile and handshake.

One way to develop efficient employes is to become an efficient employer.

The region of the "I" is the blindest of all.

## New Secretary of the Michigan Lumber Dealers.

The Board of Directors of the Michigan Retail Lumber Dealers' Association has elected a successor to Arthur L. Holmes, of Detroit, who declined re-election as Secretary and Treasurer of the organization, retiring after a tenure in office of fourteen years. The choice of the Board fell upon George P. Sweet, of Grand Rapids, who will become Secretary and Treasurer of the Association August 1.

Mr. Sweet was born November 4, 1881, in Grand Rapids. He is the son of former Mayor and Mrs. Edwin F. Sweet, of this city, and a brother of Carroll F. Sweet, of Grand Rapids, retiring President of the Michigan Association. He was educated in the public schools of Grand Rapids and was graduated from the Grand Rapids high school in the class of 1900 and from the University of Michigan in the class of 1904.

Immediately thereafter his connection with the lumber business began with the piling of lumber in the yards of the Fuller & Rice Lumber & Manufacturing Co. Three months later he was made foreman of the planing mill and so continued for fourteen months. Then he was yard foreman of the company's East yard and later of its South yard, in all about a year. He then returned to the main office as book-keeper. From this position he rose to be superintendent of the wholesale and retail yards, the planing mill and the sash and door and interior finish factory of the company, so remaining until November 1, 1909.

He was then appointed receiver of the Kalamazoo Interior Finish Co. and took charge of the business as manager. The plant was sold March 1, last, and he became trustee of the funds so realized.

The new Secretary will remove the offices of the Association to Grand Rapids, which is his home. He married in 1907 Miss Jessie Ellicott, of Grand View-on-the-Hudson, N. Y., and they have a son 2 years old.

## The Largest Grain Elevator.

Port Arthur, Ontario, has the largest grain elevator in the world. The structure has a capacity of 10,000,000 bushels, and four trains can discharge their grain in the house simultaneously.

## The Manistee &amp; North-Eastern Railroad

Is now operating its

New Line Between Manistee and Grayling

Affording the Most Direct Route Between

## Eastern and Western Michigan

Two Trains Per Day Each Way

Making close connections with the

Michigan Central R. R. at Grayling

Grand Rapids & Indiana Ry. at Walton

Pere Marquette R. R. at Kaleva

Steamer Lines at Manistee

See Time Cards

D. RIELY, Gen'l Pass. Agent.

## MEN OF MARK.

## E. A. Clements, President of Globe Knitting Works.

The manufacturer of knit goods, in common with all manufacturers employing machinery, from the start and throughout his progress, is constantly confronted with the necessity of seeking to run his plant at the least possible cost compatible to the outturn of acceptable product. Competition is always a factor in this consideration, for the manufacturer who is regardless of this feature will soon find himself distanced by competitors in the same line and losing in the market in which he sells his product.

Modern methods of doing business involve so much diversity and departmental work, especially in case an institution is of large size and of extensive operations, that the general manager must be a man of ability and wide range of faculty in order to maintain due watchfulness and control of each department and subordinates. He must be able to select men who are capable of discharging the functions allotted them, and while the general manager must insist upon discipline and the strict carrying out of his instructions, he must exercise his authority with such discretion and respect to the feelings of his subordinates as to merit their good will and loyal co-operation. It is seldom that a man can reach such attainments at a bound; as a general thing it requires years of experience and painstaking endeavor to become a successful manager of a great industrial enterprise. In introducing a sketch of the career of one who has become famous in the manufacture of knit goods, this article presents an example of just such qualities as are those above portrayed, emphasized in a number of essentials. In this case it required twenty years of close attention and faithful application to the difficult involvements of the business that came to his hand to rise from a position as employe to that of the head of the house. Although he did not have the educational advantages or many a young man of the present era, he nevertheless made his way to the top by means of eyes, hand and mind rendered clear, expert and judicious by use and experience.

Eilert A. Clements was born in Stavenger, Norway, July 26, 1864. He attended school from the time he was 5 until he was 15, when he spent a year on the ocean on a sailing vessel, visiting Canada, Russia, Ireland and England. From 16 to 18 he worked in a machine shop learning the trade. In 1882 he came to America, proceeding to Chicago, where he secured employment in the brass works of Crane Bros. & Co. A year later he secured a position in the Chicago branch of the Wheeler & Wilson Sewing Machine Co. as machine adjuster. Two years later he entered the employment of the Princess Knitting Co., which is now the Amazon Knitting Co., of Muskegon, as assistant foreman. He continued in this capacity for five years, when he entered the employment of Samuel Walker, at Niles, in 1890. His position

there was superintendent and he continued in that capacity until 1897, when he came to Grand Rapids and started in the knitting business on his own account. His first move was to purchase from Charles Trankla the machines employed by him in the Grand Rapids Corset Co., which was then located on the top floor of the Putman building, on Pearl street. Such of the machines as he could not use he exchanged for others better adapted for his purpose. Six months later he admitted to partnership Herman Liesvelt and John Simmons, each of whom contributed \$2,000 to the capital stock, when the business was merged into a corporation under the style of the Globe Knitting Works. The capital stock has been increased from time to time

ident of the corporation as well as Director and a large stockholder, and is also President of the Sanitary Knitting Co., which was organized about fifteen months ago with a capital of \$15,000.

Mr. Clements was married twenty-one years ago to Miss Julia Johnson, of Chicago. They have three children, a boy of 19, who was graduated from the Howe School in June, a boy of 17, who will be graduated from the same school a year later, and a daughter of 14, who is attending Miss Moffet's private school here. The family reside in their own home at 470 South College avenue.

Mr. Clements is a member of Doric Lodge, F. & A. M., and is also a member of the Maccabees and the



Eilert A. Clements

until it is now \$400,000, \$150,000 preferred and \$250,000 common. Eight years ago the company erected a four story and basement building, 40x93 feet in dimensions. Three years later the building was doubled, and now the company is erecting a five story and basement addition 50x103 feet in dimensions. Three or four years ago the members of the company acquired the water power and buildings at Middleville, formerly owned and occupied by the Keeler Brass Co., and established a branch factory, which was known as the Thornapple Knitting Co. This company had a capital of \$125,000, and a year or so ago was merged into the Globe Knitting Works, all of the knitting, dyeing, bleaching and washing being done at Middleville, while the finishing is done in Grand Rapids. The company employs altogether about four hundred people. Mr. Clements is Pres-

Knights and Ladies of Security. He is very fond of sailing and automobiling, in both of which he is very proficient. Five years ago he paid a visit to his old home in Norway, where he had the pleasure of sailing over the course that he had repeatedly traversed as a boy.

In seeking reasons for Mr. Clements' success, they are as manifest as the sun on a bright day. In him are found the characteristics and ability, coupled with experience, requisite for the head of such an industry. While he is an exact disciplinarian he possesses those traits of disposition and conduct toward the officers and employes of the concern that induce and foster a friendship that is sincere and lasting. He makes all feel that he claims no superiority as a man or official beyond his function to see that the business is properly conducted in accordance with

the rules laid down—rules that are formulated and carefully observed as much in the interest of the men as in that of the principals in the business.

The Globe Knitting Works is a monument to the ability and character of its manager. It is, therefore, proper to give here some account of the initiation and progress of the enterprise.

## Pullman Profit and Loss.

Something ought to be done to relieve the Pullman Car Company. It is in a most precarious condition. The Inter-state Commerce Commission recently ordered a moderate reduction in its rates. Since then its wail of woe has been heard throughout the land. From the tone of the wail we would judge that bankruptcy stares it in the face. From affidavits filed in the Federal Court in Chicago we gather it is a philanthropic concern that is being cruelly oppressed.

According to its statement it is losing \$7.58 on every passenger carried between Chicago and the Pacific Coast. The loss of \$7.50 might be bearable in the sweet name of charity, but that eight cents is beyond the limit of reasonable endurance.

An attorney for the Chicago, Milwaukee and St. Paul declares that his road is losing \$500,000 a year on its sleeping car service.

Such facts as these surely justify us in urging that something be done to relieve a situation so ruinous and desperate.

There are other facts which the kind-hearted are asked not to consider. They do not figure in the pathetic affidavits setting forth losses, but in authoritative Wall street records it is learned that the Pullman Company has a capital stock of \$100,000,000 on which it has been paying dividends of 8 per cent. since 1893; that in 1898 it paid a 50 per cent. dividend in stock, and in 1906 another of 36 per cent. In 1908 the gross earnings were \$31,620,240, and after all expenses, dividends and fixed charges had been paid a tidy surplus of \$7,046,788 remained. As recently as the last day of June the stock of the company was selling on Wall street at \$155.25 per \$100 share.

Possibly, in view of these facts, the Pullman Company may be counted upon to struggle along until the courts have had opportunity to discover what justification there is for its lamentations.—Louisville Herald.

## One of the Literary Amenities.

On one of Hall Caine's visits to this country a banquet was given in his home in a certain city, and Thomas Nelson Page was invited to introduce the guest of the evening. Just before the toasts began Mr. Page's right-hand neighbor passed his menu around the table with the request that Caine should lead the usual "autographing" with his signature.

"Good idea," said Page, "I'll send my menu card along, too. I've got to introduce Hall Caine in a few minutes and I want to be able to say that I have read something he has written."



### Movements of Merchants.

Stephenson—Max Cohen has engaged in general trade.

Copper City—John Bennett has engaged in general trade.

Manistique—C. N. Dewey has opened a confectionery store.

Ypsilanti—J. DeWitt & Son have engaged in the shoe business.

Marquette -- Lowney & Madigan will shortly open a grocery store.

Kinney—Thomas Holtrop has sold his grocery stock to J. Meulenberg.

Bailey—C. T. Gold will remove his drug stock from Mears to this place.

Crystal Falls—M. DuBois has opened a grocery store in the Young building.

Shelby—J. E. Cobb succeeds John Van Domelin in the wood working business.

Big Rapids—Bertrau, Almroth & Co. have engaged in the dry goods business here.

Hart—Houton & Fisher have purchased the hardware stock of B. F. Archer & Son.

Waters — The Stephens Lumber Co. has changed its name to H. Stephens & Co.

Pontiac — Detwiller & Hazelton have purchased the hardware business of Tobin & Seeley.

Mt. Pleasant — The Independent Grain Co. has been incorporated with a capital stock of \$10,000.

Ludington — David Wigderson is succeeded in the dry goods and shoe business by H. W. Shellenbarger.

Jackson—The general store of Fred Walton at Clark Lake burned Monday. The loss is estimated at \$3,000.

Hartford—E. Goepfert has closed his bakery, owing to the amount of foreign baked goods sold in the village.

Holland—John Hoffman, formerly chef on the steamer Nyack, succeeds L. E. Van Drezer in the restaurant business.

Durand—Ola Wallace is now sole owner of the New York Racket store, having purchased the interest of his partner, Fee Larry.

Jackson—H. E. Moorehouse and William Watts have formed a copartnership and purchased the retail business of the J. E. Bartlett Co.

Tawas City—C. H. Prescott & Sons, who have been engaged in general trade here for thirty years, will shortly retire from business.

Homer—James & Harts is the name of the new firm who will engage in the wholesale and retail fruit business here about August 15.

Cass City—The Farm Produce Co. has been organized with a capital stock of \$10,000, of which \$2,000 has been paid in, to handle farm produce.

Jackson—Leslie & Mitchell, dealers in marble, have dissolved partnership, and the business will be continued by the senior partner, John G. Leslie.

Delton—Roy C. Leinaar, formerly of Hastings, has leased the Bush building and will occupy it with a stock of general merchandise about August 15.

Bay City—John H. Walther, of the Walther Department Store, has purchased the stock of the Bay City Bazaar, which he will consolidate with his own.

Grand Ledge—George L. Granger, who recently retired from the clothing business, has engaged in the tobacco, confectionery and sporting goods business.

Charlotte—George Akas, of Albion, has leased the building formerly occupied by the Roblin shoe store and opened up a modern confectionery and fruit store.

Charlotte—W. S. Proud, who has conducted a bazaar store here for the past five years, has removed his stock to a larger building and will add a line of dry goods.

Pontiac—Mrs. Mary Chase, who has conducted a shoe store here for the past fifty-four years, has sold her stock to H. J. Jacobson, recently of Detroit, who took immediate possession.

Kalamazoo—C. J. Butler, of Allegan, but recently of Spokane, Wash., has located in this city with a butter, egg and poultry business, supplying both the retail and wholesale trade.

Big Rapids—Theodore Sellas has purchased the interest of his partner, Theodore Jackson, in the confectionery and fruit stock of Theodore Sellas & Co. and will continue the business under the same style.

Fiborn Quarry—Samuel B. Martin has merged his stone quarry properties into a stock company under the style of the S. B. Martin Co. The capital stock is \$225,000, all of which has been paid in in property.

Marquette — Steven Lowney and M. Madigan have formed a copartnership under the style of Lowney & Madigan and will engage in the grocery business at the corner of Champion and Genesee streets.

Charlotte—Ferrin Bros., of Detroit, have sold their Charlotte and Olivet elevators to J. D. McLarin & Co., who own fifteen elevators in Michigan. William Van Vleet will succeed W. K. Willis as manager.

Deerfield—John Walper, of Riga, owner of elevators at Riga, Blissfield, Ogden Station and elsewhere, has purchased of Weisinger & Munson

the Deerfield elevator and grain business. The consideration is understood to be \$10,000.

Flint—John Stillman, who has won prominence in the dry goods business by the successful operation of stores at Akron, Lima, Newcastle, Sharon, and other points in Ohio and Pennsylvania, will open a store here, under the style of the Boston Store, with C. Felanson, as manager.

Petoskey—Walter Scattergood, who for the past eight years has been with a wholesale grocery house at Saginaw, has bought the Neff interest in the Cobb & Neff awning and upholstering establishment and has taken charge of the business end of the company. The firm will henceforth be known as Cobb & Scattergood, and Mr. Cobb will as heretofore have charge of the mechanical end of the affair.

Manistee—S. Hollenbeck, formerly foreman of the Manistee Glove factory, has formed a stock company consisting of W. H. Kinsley, C. E. Schewe, Alex. Hornkohl and Robert F. Danville for the purpose of operating what is to be known as the Manistee Glove Co. The factory will be located at the intersection of First and Grant streets. Hand-sewed gloves will be made and employment will be given to fifteen hands.

Owosso—The American Farm Products Co. has been placed in the hands of receivers by the Federal Court in Chicago. The principal officers of the corporation are in the Ashland block, Chicago, and 100 Broadway, New York City. Two plants are operated in Michigan, two in Illinois, and two in Ohio. Besides the Owosso plant, the other one in Michigan is located at Bad Axe, and the Illinois plants are in Chicago and Elgin.

### Manufacturing Matters.

Detroit—The Bailey Motor Truck Co. has changed its name to the Federal Motor Truck Co.

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

Alpena — The Northern Planing Mill Co. has a crew of sixty-five men and twelve teams engaged in rushing work on the new automobile plant here.

Detroit—The Impervious Can Co. has been organized with a capital stock of \$75,000, two-thirds of which is paid in in property, to manufacture fiber cans.

Howard City—The Booth Manufacturing Co. will remove its machinery to this place and resume operations in the plant formerly occupied by Skinner & Steenman.

Kalamazoo—The Van Automobile Co., of Chicago, will not locate in this place, but will go to Grand Haven, that town having offered a bonus of \$10,000 to the concern.

Bay City—The M. Lamont Co. is arranging to build a large box factory and planing mill in the north end of the city as soon as the estate of the late M. Lamont is adjusted.

West Branch—Tolfree & Co.'s shingle mill went out of commission last week and will not be operated again by the present firm. The scarcity of

timber is the cause. John Tolfree is extensively identified in timber properties in the Upper Peninsula, is a large stockholder in the Diamond Lumber Co., at Green Bay, and owns timber holdings in Ontonagon county.

Jackson—The Wolverine Aluminum and Brass Foundry has been organized with a capital stock of \$10,000, all paid in in cash, to manufacture brass and bronze castings and babbitts.

Alma—The Universal Joint Co. has been organized to manufacture motor vehicles and accessories. The capital stock of \$24,000, of which \$10,800 has been paid in in cash and \$13,200 in property.

Bay City—Bradley, Miller & Co. have the frame up for their new box factory plant to replace the one recently burned. The firm is bringing pine from Lake Superior points and the Georgian Bay district.

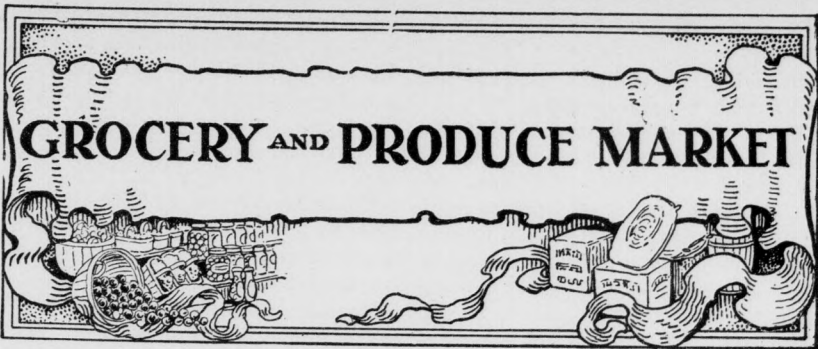
Detroit—The Lanol Chemical Co. has been organized with a capital stock of \$50,000, of which \$4,000 has been paid in in cash and \$30,000 in property. The corporation will manufacture chemicals at Wyandotte.

Detroit—The Detroit Auto Specialty Co., manufacturer of gasoline engines, automobile guards, fenders, tanks, etc., is building an addition to its plant on Greenwood, between Baltimore and the Michigan Central.

Cadillac—R. G. Macey and H. R. Gettle, of Durand, stockholders in the Hercules Hoop Co., Durand, have been in this city looking up a site and considering prospects for establishing a hoop mill here and the removal of the Hercules Hoop Co. from Durand to Cadillac. The Hercules company has exhausted the timber supply at Durand and is looking for a new location.

Detroit—The work on the addition to the plant of the Anderson Carriage Co. at Milwaukee Junction is being pushed rapidly, and it is thought that it will be ready for occupancy about Sept. 15. The building, when complete, will add about 100,000 square feet of floor space, and the entire plant will then include about ten acres of floor space, making it a factory said to be one of the largest in the world devoted exclusively to the manufacture of electric pleasure cars and trucks.

Detroit—The merging of the Hamilton Carhartt corporation with the Carhartt cotton mills at Rockhill, S. C., is contemplated. It is planned to increase the capital of the Carhartt corporation from \$500,000 to \$1,000,000, with \$60,000 common stock and \$400,000 preferred. The directors of the company are John C. Young, Hamilton Carhartt, Wylie Welling Carhartt, Thos. C. Kinsella, Oscar Kratz, Frank G. Smith, Jr. The capacity of the mills will be increased and it is proposed that the mills provide 95 per cent. of the material needed by the Detroit factory as against the 66 per cent. now supplied. For this purpose, \$300,000 of the common stock will be used to take over the mills, and \$200,000 of the new preferred will be sold to the mills to provide capital for enlarging capacity.



### The Produce Market.

**Apples**—The supply of green apples that is arriving this week looks more like the real article than those that have been on the market for the last two weeks or more. Receipts are not of sufficient volume, however, to establish definite quotations.

**Bananas**—Prices range from \$1.50 @2.50, according to size.

**Beets**—30c per doz. bunches for new.

**Butter**—There has been a good consumptive trade for butter during the past week, all grades sharing. The make has been curtailed somewhat by the extreme heat, which seems to have been general, and the receipts have fallen below normal, with the percentage of fine butter very small. Everything said here applies to prints and solids. Local handlers quote creamery at 29c for tubs and 29½c for prints; dairy ranges from 19@20c for packing stock to 22@23c for No. 1.

**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**—The receipts of fancy eggs are very small. Considerable eggs are coming in, but the heat has affected a large percentage and these are out of the question for the best trade. The market is fairly steady at present quotations. The heat has also curtailed the consumptive demand, and we are approaching a season when the demand will likely fall off still further. All the receipts have to be sold on arrival, as the quality is not good enough to hold. Loss off ranges from ½ doz. to 3 doz. per crate. Local dealers are paying 16c f. o. b. shipping point, holding cancelled at 19@20c.

**Green Peas**—\$1.50 per bu.

**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, \$6.50@7; Californias, \$7@7.50 per box.

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

**Onions**—Spanish—\$1.50 per crate;

Louisville, \$1.25 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 \$1.50 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 for home grown; also \$1 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**—\$1 per bu.

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

**Whortleberries**—\$2@2.25 per 16 qt. crate.

### Through Train Service From Manistee to Grayling.

Notice is directed to the announcement of the Manistee & North-Eastern Railroad Company, calling attention to the fact that it is now operating its new line between Sherman and Grayling. Two trains each day are run between Manistee and Grayling, making close connections with the steamer lines at Manistee, the Pere Marquette at Kaleva, the G. R. & I. at Walton and the Michigan Central at Grayling. The Manistee & North-Eastern Railroad Company has always aimed to treat its patrons, both passenger and freight, with due consideration, and it goes without saying that the new extension will enable it to serve its patrons even more acceptably than it has in the past. The train service will be prompt and ample for all requirements, the same as it has always been heretofore, and every convenience consistent with good railroad-ing will be adopted and maintained.

Ida M. Wood, milliner at Six Lakes, has added a line of groceries. The Lemon & Wheeler Company furnished the stock.

### The Grocery Market.

**Sugar**—Refined is without particular change. The strike at the refineries is extending somewhat and signs of scarcity of soft and package sugars are appearing. All refiners are now holding firmly at the last quoted price and the market will likely advance unless there is an increase in the supply. There has been no actual increase in the cost of refined sugar during the week, although some of the refiners have nominally advanced prices, continuing, however, to sell at the old figures. The consumptive demand for sugar is good.

**Tea**—There is a steady demand, with prices steady and unchanged. Primary markets show continued strength and holders seem to be indifferent to all offers at less than prices asked. The quality of new crop Japans shows up well and first arrivals are very desirable. Low grade Congous remain cheap and Ceylons are firm for good quality. New Formosa samples are good in both cup and leaf and prices are reasonable.

**Coffee**—Wholesalers and grocers are now paying a cent and a half per pound more for most grades of coffee than they did a year ago, but as yet very few wholesalers have advanced prices to the retailer more than a half to a cent a pound. Some of the wholesalers who have been holding off from advancing their prices with the hope that the market would decline, sent out notices to their trade that they would advance prices August 1 on most of their line a half cent per pound.

**Canned Goods**—Tomatoes are much firmer in price than some time ago and the supply is said to be much smaller than when first reported. The demand has been exceptionally good all season, as the supply of green vegetables has been very small and prices quite high. The feature of the vegetable market at this time is the active enquiry for fancy grades of peas, of which the crop is said to be very short. Many of the packers have oversold on futures and are finding it very hard to get stock at prices so they can fill their orders. The estimate on the pea crop at this time is about two-thirds as large as last year. Corn is also very scarce and a larger future business is being done than for years past. Prices are now around the dollar mark, but the demand is still very good. The canned fruit condition is about the same as last week. The demand is still much better than for seasons past. Prices on most of the line are about the same as last week. California canners have withdrawn future prices on cherries, plums and pears. California apricots are expected to advance on account of the increased cost of raw material. The pack of berries will be very small in some stores this year on account of the dry weather, and green fruit brought more than the canner could afford to pay.

**Dried Fruits**—Apricots are quiet on spot, but very firm as to futures, the market having advanced between 1@2c from the opening. Raisins show an advance of about ¼c on fancy

seeded goods, due to the agitation of a new syndicate which stands ready to buy a large quantity of raisins in order to protect the market. The demand is dull. Currants are in light demand at unchanged prices. Other dried fruits are dull and unchanged. Spot prunes are unchanged and quiet. Futures are about unchanged with some slight shading in quotations. Demand for both spot and future prunes is dull. Peaches are very quiet and dull at ruling prices.

**Rice**—The demand is only fair. Prices on most of the line are a little higher than some time ago and are quite firm.

**Starch**—Best gloss and Muzzy bulk have been marked up another 5c.

**Rolled Oats**—The market advanced 30c per barrel and 10c per case on all goods containing china, again last week. This makes three advances in the last two months, but from present crop reports prices may be still higher.

**Syrup and Molasses**—Glucose has been advanced another 10 points and compound syrup 1c per gallon. The demand for compound syrup is light. Sugar syrup is in good demand at ruling prices. Advices from Louisiana now say that the hot weather is moving the crop forward satisfactorily and the delay which was recently expected may now be avoided. Spot molasses is dull and unchanged.

**Blackberries**—The blackberry crop promised to be a good one at the early part of the season, but dry weather curtailed the harvest. Many of the berries are also of poor quality on account of the lack of rain. Prices range from \$1.50@2.25 per 16 qt. crate.

**Cheese**—The extreme high prices have curtailed the consumptive demand somewhat and as a result stocks in storage are larger than usual at this season. The market for the week shows a decline of ½c per pound in all grades. Like other dairy products, the heat is affecting the quality of cheese and the percentage of fine cheese is lighter than it has been. Off-grade cheese must be sold at concessions. The recent decline is likely to improve the demand both for consumption and speculation.

**Fish**—Cod, hake and haddock are scarce and firm, the market being on a higher basis than last year. Spot salmon is unchanged and as to red Alaska, it is very firm and high by reason of scarcity. The market on new red Alaska salmon is expected to open about 10c per dozen above last year. Mackerel continues firm and scarce. The season for shore mackerel is growing worse and the outlook is strong. Mackerel has not advanced during the week, but the market is firm.

**Provisions**—Smoked meats have declined ½c per pound during the week, but this did not inspire any increased demand. Pure lard is steady at ¼c off and compound is unchanged. There is a fair consumptive demand for both grades. Barrel pork is in fair consumptive demand at 50c per barrel decline. Dried beef and canned meats are unchanged.

## INDIANA ITEMS.

## Business News From the Hoosier State.

Goshen—L. F. and R. L. Greenwait have opened a grocery store at Dewey and Indiana avenue.

Muncie—I. Samuels has opened a grocery store and meat market on South Walnut street.

Garrett—Hiram Stearns and Harry Wineberg, of Michigan City, have purchased the stock of C. J. Rollins, who conducts a grocery and notion store here. The new proprietors will add clothing and furnishing goods.

Michigan City—The Michigan City Carriage Works has been sold by T. W. Williams to Barney Switzer, of South Bend. Mr. Williams returns to the Columbus Varnish Company, Columbus. Mr. Switzer has been with the Studebaker Company in South Bend for seven years.

Logansport—Henry Schwier and Edward Campbell, of the Otto Shoe & Clothing Co., have resigned and will open a shoe store at 406 Broadway September 1.

Peru—J. W. Fry has opened a grocery on East Main street.

Montpelier—C. H. Taughinbaugh, of Muncie, has sold his stock in the Montpelier Creamery Co. to C. B. Sunderland, of this place, formerly of Muncie, and Dr. Bacon, of Muncie.

Lake—Notice of dissolution has been filed by the Lake Creamery Co.

Reynolds—The Reynolds Creamery Co. has been incorporated by Levi Reynolds and others. Capital, \$5,500.

Evansville—The consolidation of the World, Globe and Bosse furniture factories gives this place the largest furniture factory in the State. Four large plants are brought under one management with an annual output of more than \$1,000,000. The capital is \$600,000, fully paid up.

Shelbyville—The Shelbyville Canning Co. expects to start its plant about the middle of August. Nothing but sweet corn will be packed this year and from the present prospects the crop will be the largest that the local plant has ever handled. Last year 350 people were employed and it is expected that 400 people at least will be kept busy during this year.

Richmond—William Drifmeyer, who has been in the cigar business in this city for forty-seven years, has sold his stock at the corner of Fourth and Main streets to Mr. Pegg. Mr. Drifmeyer will retire, being 65 years of age.

Indianapolis—Twenty-four retail shoe dealers of this city met last Tuesday night in the directors' room of the Merchants' Association for the purpose of organizing a protective association to be operated along lines similar to the operation of the Merchants' Association. There are many problems of the shoe business which the shoe merchants believe could be worked out more satisfactorily by organized co-operation. They decided to form a permanent organization and to establish headquarters. Geo. J. Marott was made temporary chairman of the meeting, which had representatives present from most of the important shoe stores. William

E. Balch, of the Merchants' Association, acted as Secretary.

Decatur—Dal Hower has purchased Charles Pennington's half interest in the meat market of Pennington & Baker, which will now be conducted under the name of Hower & Baker.

Wolcottville—A. L. Needham, after a rest of a year and a half, has opened a new grocery store in the south half of the Kenison building, which he recently purchased. The partition has been removed, making a double store room. Mr. Needham has put in new fixtures throughout and has a new stock of groceries.

Lagrange—So well pleased are the merchants of the city over the result of Tuesday's bargain day that an effort is being made to repeat it in the near future. A number of the stores favor having the sales either bi-weekly or monthly. One man reports that an arrangement of this kind is the means of bringing the buyer and seller together on an equality; it gives the buyer an opportunity to buy his goods at a reduction and at the same time makes business good for the merchant.

Ft. Wayne—The Ft. Wayne Optical Co., capital stock \$5,000, has been incorporated to deal in optical wares. The incorporators are J. L. Brenning, H. K. Gloeckle and H. L. Somers.

Garrett—C. J. Rollins, who for a number of years has conducted a grocery store on Randolph street, will dispose of his goods as soon as possible and the building he now occupies has been leased by Hiram Stearns and Harry Wineberg, of Michigan City, who will start a large mercantile store, carrying a general line of merchandise. The new proprietors will take possession by December 1. The building will be remodeled to some extent and large show windows will be placed in the front.

Ft. Wayne—Theodore D. Becker, who founded the Becker Paper Co. in this city, has returned to Ft. Wayne after an absence of some years to again engage in business. He has purchased an interest in the cigar business of M. J. Blitz and with Mr. Blitz will incorporate the Blitz-Becker Cigar Co., with a capital stock of \$10,000.

Evansville—The Vulcan Plow Co. has increased its capital stock from \$150,000 to \$400,000.

Muncie—The Opera House Jewelry Co. has been incorporated with a capital stock of \$25,000.

Poseyville—Louis E. Fitzgerald has sold his meat market to Herman Yeager.

Anderson—The Indiana Box Co. has increased its capital from \$100,000 to \$250,000.

Indianapolis—H. E. Kinney has merged his grain business into a corporation under the style of the H. E. Kinney Grain Co. The capital stock is \$10,000.

Lucerne—John Dodt is about to start a hardware store.

Paoli—Kibler & Kibler will shortly open a clothing store.

Vincennes—The Vance-Williams

Co. will shortly open a ladies' clothing store.

Washington—William Hogan will soon open a grocery store.

Evansville—Oberman & Goldstein have opened a ladies' toggery establishment.

Lafayette—The Lafayette Packing Co. is succeeded by Kalberer Bros.

Newcastle—The Farmers' National Bank has been incorporated with a capital stock of \$100,000.

Plainville—The Plainville Milling Co. has been incorporated with a capital stock of \$15,000.

South Bend—A. M. Gross has sold his clothing stock to Dubail & Crabbill.

## Indianapolis Jobbers To Make More Trade Excursions.

Indianapolis, Aug. 2—In spite of the hot season activity was the keynote of the midsummer meeting of the Indianapolis Trade Association. About two hundred jobbers and manufacturers listened to the reports of the officers as to what has been done and joined in a discussion of things to be done.

It was the sentiment of the members that another two-day Trade Extension trip shall be made the latter part of August, a five day trip in early October and another entertainment for buyers a little later.

In the meantime an effort is to be made to form an Indianapolis convention bureau with the Merchants' Association, the Commercial Club, Board of Trade and the Indianapolis Trade Association as supporters. In the meantime, also, the freight and passenger traffic division will continue to attack unfavorable conditions and to fight for additional facilities.

It was evident from the general tone of the meeting that if any one had feared that the trade association movement was merely a new broom of temporary activity the thought might be eliminated.

The convention bureau project was suggested by Charles A. Bookwalter, Vice-President for the Publicity and Convention Division. He said that under present conditions the convention end of his division was a mere appendix.

"Indianapolis is losing out on conventions," said Mr. Bookwalter. "Other cities are organized and are going after National gatherings which take thousands of dollars into the local channels of trade. Indianapolis can get her share of these conventions, but it is not fair to ask the Indianapolis Trade Association to pay all the expenses of entertaining conventions when the manufacturer and the jobber are practically the last to receive any benefit from such gatherings. The retail merchant is the first to benefit and then on down until every citizen finally receives indirect benefit.

"It is my intention to ask our Executive Committee to invite the Merchants' Association, the Commercial Club and Board of Trade to join us in establishing a convention bureau such as St. Louis maintains. The cost is not great to any of the organizations, but there is always money on hand both to go after and to

entertain great conventions. Not a National convention is held to-day in the United States but that St. Louis is represented there by an able delegation prepared to use every legitimate influence to bring the next gathering of that body to St. Louis.

"In such matters as this we must have co-operation in this city if we are to accomplish the best things for the largest number."

Harold Hibben, Jr., Vice-President for the Trade Extension Division, made a report showing the successful outcome of the two Trade Extension trips already made and outlining future trips. He suggested a two-day trip beginning August 18, to cover the towns between Indianapolis and Terre Haute, and for a short distance beyond. He also suggested a five-day steam railroad trip into Southern Illinois, generally known in trade circles as Egypt. Both of these proposals met the approval of the members.

In reporting for the freight and passenger traffic division, Vice-President C. C. Hanch warned the shippers present that unless they joined with shippers of the country in defense against the proposed increase of freight rates the case before the Inter-state Commerce Commission will go by default and then Indiana shippers will pay an increase of 70 per cent. above present rates. He said a National defense fund was being provided and urged that the members of the Trade Association respond promptly to requests for contributions for this fund.

John L. Ketcham took occasion to make a strong appeal to the Association members to rally to the support of the National Trades Schools of Indianapolis and to back Mr. Bookwalter, the receiver for the institution, in his efforts to obtain legislation that will make possible its continuance.

## Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Aug. 3—Creamery, fresh, 25@29c; dairy, fresh, 25@29c; poor to common, 21@22c.

Eggs—Strictly fresh candled, 22@22½c; at mark, 19@21c.

Live Poultry—Fowls, 16@17c; broilers, 16@17½c; ducks, 13@14c; old cocks, 11@12c; geese, 10c; turkeys, 15@17c.

Dressed Poultry—Iced fowls, 16@17c; iced old cocks, 12@13c.

Beans—Pea, hand-picked, \$2.50; red kidney, hand-picked, \$3.50; white kidney, hand-picked, \$2.75@3; marrow, \$3.15@3.25; medium, hand-picked, \$2.50@2.55.

Potatoes—New, \$1.75@1.85 per bbl. Rea & Witzig.

## Do Not Boast of Your Blue Blood.

Do not boast of your inherent blue bloodedness, nor of the blue blood of your ancestry. Science makes a lobster of you if you do, and in this way: No vertebrate ever has been found by Professor Reichert to possess blue blood. He says it is a fiction as applied to man, but that lobsters and crabs' blood show the bluish tint in marked degree. Do not be a lobster—use some other boasting phrase that will stand analytical research.



### Courageous and Spirited Defense of Women Clerks.

We have been very much interested in the writings of a woman clerk in the Hardware Magazine in defense of her sex as regards their fitness for the occupation of clerking. Some time ago this same magazine published some criticisms of the value of women clerks and it is in reply to these contributors that the writer seems to have been moved to action. Some of her views are quite interesting and, being so to us, we believe they will interest our readers. In her opening remarks she says: "I claim that a woman—always provided that she be a woman of a fair amount of intelligence—can prove of greater value as an employe in certain departments of any store than a man."

In this statement she is undoubtedly correct. And yet, in these same departments she is dependent mainly upon the assistance and oversight of male employes. Where would a woman be in a shoe department without a boy or man to run down cellar, climb the ladder, etc. When it comes to pulling on overshoes in the winter time, we quite often find that a woman has to be away for a day or two to recover from the drain upon her strength caused by this work and we even hear of some women who have become entirely unfitted for retail store work through over-exertion in this direction.

It is true that a woman can sell some children and lady customers easier than can some men, but I have yet to see any better effects produced in this direction than from the right kind of a male salesman. This point is one which should be carefully considered in the makeup of a sales force, and the employer should see to it that there are varied personalities represented in his. It may even be wise to have a woman clerk among them, but not for a moment would we regard her as the equal of the male staff member or a necessity in order to continue in business. There may be a few customers whom she could sell, but that does not signify that the male sales force would not do the same trick.

In another paragraph this author states that "of course the principal reason why the department stores employ women instead of men is because they can get them cheaper. There, dear enthusiast, you have hit on a most important point. It is this false idea which exists in regard to women clerks that retains many of you your positions. In many cases it is like the story of the man who asked a friend why it was that the married men lived longer than the single men. The friend gave it up and he replied: "They don't. It only seems longer." Women clerks in many cases are not cheaper. They only seem cheaper.

We must admit a definite need of them in certain departments, and in office work they become a positive necessity. We recognize with pleasure that some women have risen to high positions as executives in companies of world-wide fame, our civil service departments, etc., but broadly speaking, the woman is not the great

big howling success in the retail store that she is purported to be by this writer.

To draw again from her article, we note that "women have taste." It is natural to them. It is natural to very few men. When they have it they become artists, landscape gardeners, or artistic decorators. They do not become clerks in a store." Now what do you think of that for an argument? One is sure that it comes from the brain of a woman. She can not know that successful retail stores require taste, judgment, generalship and tact which ninety-nine women out of each hundred would lack. Taste? Do you believe a window trimmer does his work by mathematical analysis or does the buyer select his styles from a dope book presented by the traveling salesman? No, sir; the taste is the ever-present thing that makes for success or failure in buying, and while a woman might do better on corsets, lingerie, etc., we doubt if even here she could excel except for the feminine modesty in these matters.

We find women drummers successfully representing live lines of goods, but these are to be counted in a minute on the fingers. A woman here and a woman there has taken up the work of a man successfully, but that is not an indication of the ability of her sex in general to do so. We glory as much as the women themselves do in their being able to rise to the emergency, but when it comes to believing for a moment that the retail business would suffer seriously as a whole if women clerks were withdrawn from it, we decline to accept this view.

With no desire to be sarcastic we might say that most retailers find that a woman will require more effort to help her make a sale than the sale is worth. In the shoe store she can rarely stretch or pound a shoe when necessary; she is a positive nuisance when it comes to losing pencils and sales books; she has no tact in breaking into the services of another salesman, and when driven to a corner in an argument is more likely to show signs of fight than of arbitration. Figure the sales she makes, the running around that all the other clerks must do to help her make those sales, and there will be an appreciable difference in her net value over what you considered it at first thought. And moreover, with all their helping, the male clerks will plug right along and sell more goods—in spite of their lack of taste.—Shoe Trade Journal.

#### All Modern Improvements.

"Have you a talking machine at your house?"

"Yes; have had one for the last ten years."

"Does it ever run down or get out of order?"

"Never has stopped once."

"Where on earth did you get it?"

"I married it."

There are people who will buy anything on sight if they are allowed to pay for it on time.

No honors conferred can confer honor.

### What Other Michigan Cities Are Doing.

Written for the Tradesman.

A small concern in Detroit is seeking a location in Kalamazoo and the reason given is that "the company is now suffering from the prevailing high wages for machinists in Detroit, caused by the automobile companies."

The merging of the Business Men's Association and the Bath House and Hotel Men's Association at Mt. Clemens is being considered.

Stories of a slump in the automobile business are being strongly denied in Flint, Lansing and Detroit. The shutting down of the Buick factory in Flint two weeks for inventory is done every year. A manufacturer of Pontiac says that he is three months behind orders and that the little lull in the factories is due to the changing from the old to the new model cars. He says that his company will build 4,000 cars this year and in order to do this he must add 1,000 workmen to the force now being employed.

Muskegon grocers and butchers will picnic at Fruitport August 17.

One mile of grading has been completed for the Lansing-Grand Ledge electric line, and the right of way has been cleared for a distance of five miles. It is expected that cars will be in operation about Jan. 1.

The fishing industry is important at Charlevoix, one concern there employing three men in its packing department, besides an office force of six men, including the manager. This company is building a freezer in which may be frozen and stored 125,000 pounds of fish.

Another million dollar contract is to be let at the Soo this month, with others to follow before the third lock is completed. "The Soo for you" is the way they put it up there.

The Wholesalers and Manufacturers' Association of Saginaw has decided on a Merchants' Week in place of the usual Trade Extension trip this fall. It will be held at the time of the Industrial Exposition, Sept. 16-24.

The Sturgis Improvement Association has secured a new industry for that city, a carbon paper factory now located in Cincinnati.

Flint is taking on metropolitan ways, having adopted an ordinance governing street traffic.

Vicksburg merchants will close their stores all day August 4 on account of the business men's picnic at Indian Lake.

Holland merchants will go to Jenison Park Aug 4.

The annual outing of the business men of Hancock and Houghton will be "passed" this year on account of lack of support. This was the decision arrived at by the Portage Lake Merchants' Association at a special meeting.

The retail merchants of Menominee will hold a picnic at John Henes Park Aug. 11. Everybody is invited to be a retailer for the day and to drink free lemonade.

The Holland Merchants' Association has endorsed the plan of building a public bathhouse in that city.

Almond Griffen.

#### Independent Audits.

Until the last ten or fifteen years the inside workings of our banking system were almost unknown to the general public. The entire management of the bank was left by the Board of Directors to the President, Cashier, and the "trustee."

The conservative bankers are beginning to see the need of the independent audit. It brings before the Board of Directors every detail of the bank, and at the same time assures the public that their money is placed in the hands of men who will conserve their interests.

In all of the banks that have failed in the last ten years, I am unable to find where any of them had independent audits. In many cases the independent audit, semi-annually or quarterly, would have discovered and stopped the leakage and saved the bank from ruin.

To the average depositor the financial statement of a bank means very little, but when he knows that every item has been verified by a disinterested party and the true meaning of each item found out, it inspires confidence; this confidence can be gained in no better way than by the independent audit.

One of the best advertisements any bank can have, is to publish its financial statement made and certified to by an independent accountant.—Banker and Investor Magazine.

A plat of heaven gives no proprietary interest in the place.

**WORDEN GROCER COMPANY**

**The Prompt Shippers**

**Grand Rapids, Mich.**



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.  
Canadian subscriptions, \$3.04 per year, payable in advance.  
No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.  
Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.  
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.

August 3, 1910

### LOOK AROUND.

The poet says, "Look aloft," and Emerson seconds the advice with "Hitch your wagon to a star." But there is sometimes more to be learned by looking at what others on our own plane are doing than in trying to penetrate to Martian realms. The one who is self-sufficient is soon dubbed by the world as foggy, and not without reason.

This is an age in which things are all moving so fast that the man who fancies that he can stop in his own niche soon finds himself as rudely jolted as though he had attempted to dismount from a trolley car when it was running at full speed. And the worst of it is, there are invariably plenty of lookers-on to witness the disaster.

Every progressive business man can learn something from his fellow-men. Every observing one, even if not progressive, should imbibe some of the wide-awake spirit which will make him better able to perform his own work. And those who have never been able to learn by looking about them should at once wake up to the fact that the world is moving, probably at a pace which will soon leave them woefully behind.

Cultivate the habit of seeing what is going on around you, even though it is, apparently, foreign to your own business. It was from the humble teakettle that the steam engine was evolved. And when you least expect it, some valuable idea may be gained.

Get out from your own town often enough to avoid getting into a rut. Fresh ideas are as essential to a healthy business as is fresh air to a sound physique. The man who thinks he knows all about his own business is in a most deplorable state. To be teachable, alert, receptive, watchful for improvements, and ready to adapt the methods of others to your own individual needs are among the elements which guild success.

### EGGS BY THE POUND.

Hereafter New Yorkers will buy both eggs and bread by the pound. This announcement will be received by many poultry raisers with joy, as a promise of a new and more just

standard which will, doubtless, soon become general.

(While some may see in the new ruling but another chance for juggling with weights, to the sane minded it must be apparent that the usual method of handling by the dozen is a juggling with justice which even the naked eye can detect. Have we not all picked for the big eggs? And is not the great egg of the Plymouth Rock worth more to the consumer than that of the industrious Leghorn? The poultry raiser well knows that the latter is the great egg producer, the hen that eats less than the larger breeds. And yet those same small eggs bring as much per dozen as those of the general purpose fowl which lays a less number.

With no other commodity is this entire ignoring of size practiced. We see bananas of all sizes and quality; peaches and other fruit ditto. But do we expect to find the prices uniform? The man who furnishes small potatoes is expected to put enough more into the bushel to make an equal bulk, and, perhaps, even then he is forced to accept a small sum because of the inferior size.

No doubt the new law will see other changes creeping into the egg market. The economical housewife will be enabled to select eggs of large or small size, according to her needs, and she who can not buy the largest ones may still have eggs for breakfast at the smaller price. The plan will seem odd at first, perhaps a bit inconvenient; but it is founded on justice, and because of this it will win eventually. Poultrymen will realize the advantage of breeding for larger eggs and thus the gain will be two-fold.

### HELP THE CARE-TAKER.

The life of many of your goods might be greatly prolonged if people only knew how to take the proper care of them. While there is one class who never will take care of anything and who deserve to be compelled to buy frequently, there is another who would gladly give them a full lease of life if they only knew how to do it.

The old lady who coated her stove with a thick coat of grease twice a year with a view to preserving it, despite the havoc played with her whitewashed walls, would certainly have been delighted to learn the more rational and less laborious and unpleasant method. She did her best, but her efforts were improperly directed.

We see on every side rubber coming in contact with oil, implements exposed needlessly to the sun and lacking the protection of paint, machinery wearing out at a double rate because of unnecessary friction, goods faded because improperly washed and shoes which do not last long enough to pay for the buying simply because they are not properly cared for.

Of course you will get the blame for lack of longevity. Perhaps some one else has purchased a certain article of your rival. It is well cared for and outlasts the one you sold

two or three times over. The result is that next time there is a call for the article, it will be purchased of the other man.

Of course, "you are not to blame that your goods did not stand the wear." And yet, are you not, in a measure? Is there not a tactful hint which you can give at the time of purchase which will guide the buyer without giving offense? Just praise the wearing qualities of your rubber goods, providing no oil is applied; suggest the essential nature of shoe dressings as a protection to the leather; or emphasize the fact that tools must be kept free from dampness if expected to have a long life.

### THE LAST POUND.

We often fail when on the verge of success because we do not put on the last pound of pressure needed. This added, and the load which clung and would not move, slides along; and having once started, it is easily kept moving. It was Harriet Beecher Stowe who said that just when you feel like giving up, that is the time to hang on a little longer and the thing will come right.

The "pretty good" is found in every walk in life. We see the goods that are of fair quality, the men that are not particularly good or bad. These may find some one who wants them. Again, in the rush and competition, they may not be needed. The first-class article or man always finds a place. The world is full of the "pretty good" but it can never get enough of the excellent.

We may strive and strive earnestly to establish a paying business. Are there not many others who are trying to do the same? We may furnish good material, and advertise it honestly and well, but we are still just maintaining our place in the race. If by some means we can get up a little more steam it will take us ahead instead of simply keeping even. This just keeping up and working at a nip and tuck race is neither profitable nor tending to develop the best that is in a man.

Examine your work and note the points in which improvement can be made. Resolve to put on another pound of pressure and transform the load from a steady drag to an easy pull. If there is friction at any point, clean out the foggy methods and shoddy goods, apply the oil of good sense, tact and industry and note the increased ease in the running of your machinery. The added pound of pressure will lighten the load wonderfully.

### THINGS WORTH WHILE.

There are so many little things which seem entirely unimportant and really beneath our notice. Yet it is upon little things that great ones are often founded. From the study of the earthworms Darwin built up one of his greatest books. A Burroughs quietly watched the birds and extracted from their quaint ways and thrifty habits many facts of the highest importance in the economic relations of insect and man. Henry Clay found it worth while to practice speaking in an old barn with only

an old horse and cow for an audience. Without this drill he might never have been able to thrill congressional halls with his eloquence.

It is frequently the case that not the thing itself, but the way in which it is treated determines its real worth. The iron nugget resting in the earth is of no value whatever to the world; but when it is rendered into plowshares, nails or watchsprings, it is quite another matter. There are countless little things in our regular work which do not amount to much, simply because we do not make them important.

Even the simple process of wrapping and tying a package may be a bungle, ready to fall to pieces at the slightest jolt, or it may be the work of a real artist. The showing of a certain line of goods may be simply mechanical, with, perhaps, the flaw caused by indifference on the part of the clerk; or it may be artistic in movement and perfect in detail. Goods half shown are sometimes better left upon the shelves. It is the one who enters into the duty with spirit, enthusiasm and good taste who makes the sales.

Even the most trivial things are worth doing well; and by looking after the small things, making the most of them, we find that they are really worth while. In fact, few things connected with our work are not worth while developing to their best if they are worth retaining.

Postmaster General Hitchcock has made a contract with a Brooklyn concern for 1,125,000,000 yards of binding twine, deliveries to be made in various parts of the country. That is the estimate for a year's supply, and the contract will amount to nearly \$225,000. That is considerable money to pay for string, but it is less than the average for several years. Many tests recently have been made by the Department with a view to saving money on the purchase of binding twine, with the result that it was determined that twine of less strength than formerly used would be satisfactory for all purposes. By this change, together with economies in the amount used, it is hoped by department officials to effect an annual saving of about \$40,000.

The postal savings bank bill provides that all mail originating with the postal savings institutions shall bear a distinctive stamp, and Postmaster General Hitchcock is pushing the work of getting them designed and printed. The idea is to keep track in this way of the expense which the postal savings experiment puts upon the mail establishment. How the post office clerk is to determine whether the contents of a sealed envelope is bank business or something else is not stated. As the stamp costs the same as the regular issue of like denomination, it is not believed it will be used to any extent outside the banks for which it is issued.

When a man has nothing else in his pockets he is expected to pocket insults.

**BUSINESS A BLESSING.**

**Only the Busy Person Is Contented and Happy.**

This country is built on business. Business is intelligent, useful activity. The word busyness was coined during the time of Chaucer, by certain soldier-aristocrats, men of the leisure class, who prided themselves upon the fact that they did no useful thing. Men of power proved their prowess by holding slaves, and these slaves did all the work. To be idle showed that you were not a slave.

But this word business, first flung in contempt, like the words Puritan, Methodist and Quaker, has now become a thing of which to be proud. Idleness is the disgrace, not business.

Business consists in the creation, production, transportation and distribution of the things that are necessary to human life. Through this exercise of our faculties we educt the best that is in us—in other words, we get an education.

Inasmuch as business supplies the necessities of life, it is impossible to have a highly evolved and noble race excepting where there is a science of business.

Business is human service.

Therefore business is essentially a divine calling.

Once men sang, religion is the chief concern of mortals here below.

Other men have always thought that killing was the chief concern of mortals here below.

Gladstone said, "Only two avenues of honor are open to young men—the army and the church."

This has been the prevailing opinion of the world for nearly two thousand years, and is the one reason why the Dark Ages were dark. During that thousand years of night the priest and soldier were supreme. It was one long panic, and human evolution was blocked through fear. The race crawled, crept, hid, dodged, secreted, lied and nearly died.

The world can only be redeemed through business; for business means betterment, and no business can now succeed that does not add to human happiness.

In Wisconsin I saw a palace in a park, clear back in the country. It was a general store, where everything was sold that people use and need. This store had rest rooms, bath rooms, lunch rooms and an art gallery. It was simply a store for farmers.

The owner ministers, and he is making money. He is helping himself by helping others.

In all of the great cities are stores that are radiating centers of beauty, welfare of employes and the public is carefully considered by men of power. That many wrongs and inequalities exist in business is very true; but they must and can be righted without smashing the business fabric. Just here are required men with great insight, patience, poise and love of kind.

He who makes war on business removes the roof from homes, takes the bread from mouths, leaves human bodies naked to the storm, replaces confidence with fear, hope

with dread, love with hate and robs men of their right to work.

If in the last two thousand years men had devoted one-half as much time to this world as to another, one-half as much time to business as they have to war, this earth would now be a paradise, peopled with a noble, happy, self-sufficient race, proof against panic. A panic is just a little cross-section of the Dark Ages—make it permanent and you have the Dark Ages indeed.

The world has had enough of war. War means destruction, waste, violence, disease, desolation, poverty and death.

To prepare for war is to have war—for we get anything for which we are prepared.

It is a sad comment on this coun-

telligent, thoughtful, reasonable and wise busyness.

Only the busy person is happy. Systematic, daily, useful work is man's greatest blessing.

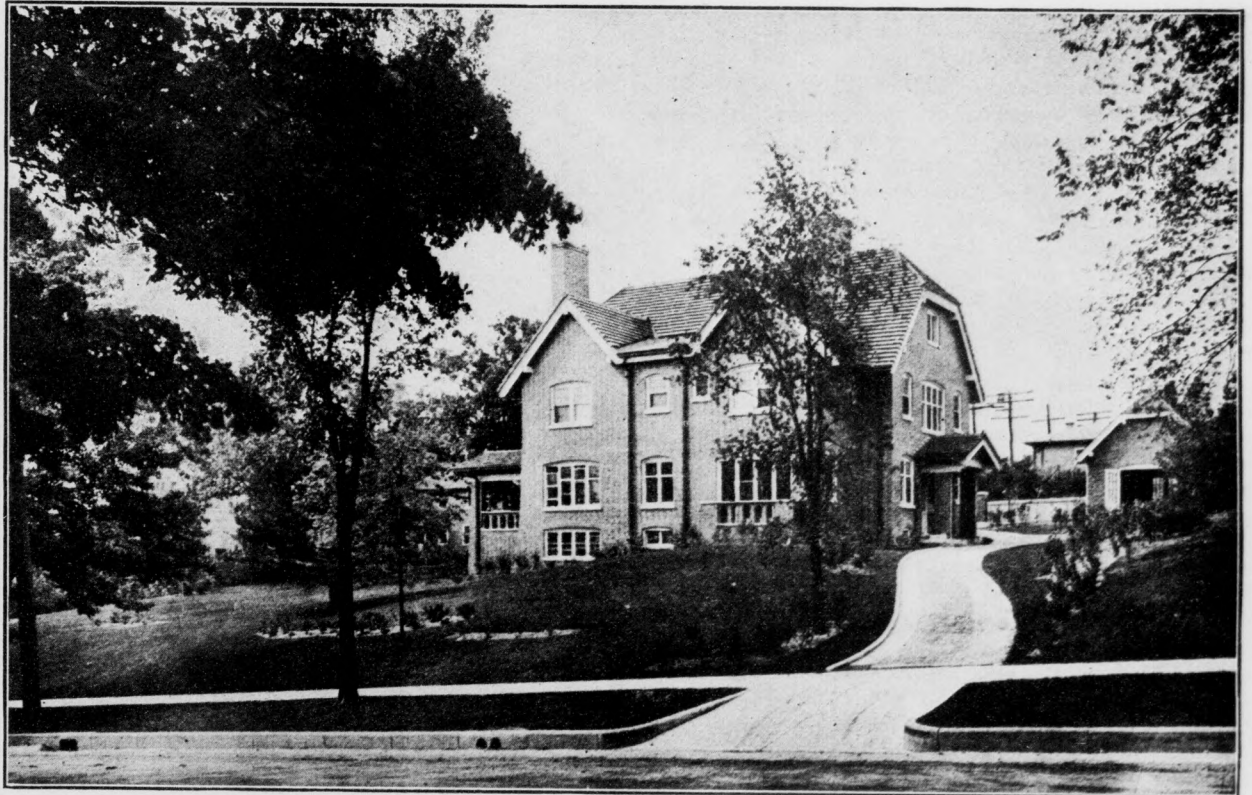
**Five Caught in Game of Fraud.**

Cleveland, July 30—Pleading guilty to indictments returned by the Federal Grand Jury as a result of investigations begun by the Cleveland Credit Men's Association more than two years ago five men were sentenced by Federal Judge Taylor Tuesday—three of them to the United States prison at Leavenworth and the others to pay fines and the costs. The men were all held for their connections with a scheme to order and obtain large quantities of merchan-

Association discovered the frauds before a majority of the goods ordered had been delivered.

When information was received by the local Association two years ago that the George H. West Shoe Co., of Philadelphia had received three identical orders from three separate firms, all unknown, detectives were put on the trail. Hecht and Weiss were in business together at St. Clair avenue and East 55th street under the firm name of Hecht & Weiss. Joseph Harris was in business on East 9th street as the American Garment Co., and Newman at St. Clair avenue and East 12th street.

According to the authorities members of the three firms were in the conspiracy to get goods for which they did not intend to pay, and it



Above is a fairly good representation of the new home of William Judson near the top of the hill on Fountain street, between Lafayette and Barclay streets. Mr. Judson purchased the lots on which his new home is located two or three years ago and has derived a great deal of pleasure in beautifying the grounds. This was practically accomplished before the house was constructed. The house is modern in every respect and is probably one of the most complete residences in the city. He and his estimable wife expect to take possession of their new home about October 1.

try to think that during the year just passed, a year of peace, the United States spent more for war and war tools than for its entire public school system twice over.

Luther Burbank says you can only change the nature of a plant by changing its environment. You can only improve the natures of men by improving their surroundings. Business betters human environment. Scientific business means gardens, flowers, fruits, vegetables; quick, safe and cheap transportation of folks, commodities and messages; books, maps, furniture, pictures, playgrounds, pure water, fresh air, perfect sewerage sunshine health, happiness, hope and love, because business gives opportunity to work, earn, grow and become. The word "education" sometimes stands for idleness, but business always means work, effort, industry. It means in-

dise from wholesalers under false pretenses.

Jacob C. Weiss and Samuel Newman will both serve seventeen months in the Federal prison. Julius J. Klein was sentenced to serve a year and one day. Joseph, Harris and Edward M. Schultz, Jr., were both fined \$50 and costs. A sentence of six months in the Canton workhouse was suspended pending the good behavior of the last two named.

All of the indictments against Jacob Hecht, who is said to have given information following the opening of the investigation, were nulled and he was let go.

Although there were few or no Cleveland creditors, the Cleveland Credit Men's Association has spent \$5,000 in employing attorneys and detectives and in other expenses of the prosecution. The losses to other creditors were not large, as the

was also charged that they induced Klein, then janitor at the Jewish Orphan Asylum, to start in business on West 25th street, as the West Side department store because his name was similar to that of another merchant who had an excellent rating. Schultz, Jr., clerked for Klein for a time.

The conspirators, it was charged, at once began operating on a large plan. They ordered shoes, clothing, jewelry and a variety of merchandise. In three days' time they ordered \$28,000 worth of shoes.

Following the bankruptcy hearings several additional indictments charging perjury were returned. Those indictments were the only ones not disposed of Tuesday. Dan Ulmer, one of the perjury defendants, went to Germany and has remained there for the past year and can not be extradited.

## MEN OF MARK.

## Colon C. Lillie, State Dairy and Food Commissioner.

That which is to endure must be built on something better than shifting sand, of better material than brittle glass. The wonderful buildings of the past that still lift their heads above the graveyards of centuries are remarkable not only for their artistic superstructures but also for their solid and substantial foundations. The Grecian columns are crumbling, the Ionic capitals are disfigured by the vandal hand of time; but the bases remain as testimony that in building for the centuries the ancients knew that solidity must begin with the first stone and the secret of permanence lay not in the air into which the pillar was to reach but in the ground on which it was to rest.

As it is with architecture so it is with reputation. It is built on a solid foundation of character if it is to withstand all the stress of life. It must remain immovable alike under floods of prosperity and storms of adversity; and so it will not do unless it is established on probity, integrity and energy. On such a foundation is erected reputation stone by stone—by good report, by successful trial, by proper conduct under every circumstance.

And reputation in the thing man makes is like the reputation of the man himself. It must possess merit or it may not acquire reputation; it must maintain its excellence or its reputation will depart. It is an irrevocable rule of life that governs all things concerning which men have opinion.

Colon C. Lillie was born on a farm in Tallmadge township, Ottawa county, in 1860, and is of English and Danish descent. He spent all of his boyhood days on a farm, attended the district school and was graduated from the Michigan Agricultural College in the class of 1884. He received an appointment as cadet at West Point while in college, but resigned and finished his course at the Michigan Agricultural College. After leaving college Mr. Lillie taught school, becoming Secretary of the Board of School Examiners and County Commissioner of Schools. He has managed a farm ever since he left college; has made a special study of practical agriculture and dairy farming and has been principal correspondent of the Michigan Farmer for many years. He has been a traveling salesman, served as Supervisor, member of the Board of Education, member of the Constitutional Convention of 1907, President of the Michigan Dairymen's Association, is President of the Coopersville State Bank, Coopersville Creamery Co., was Deputy Dairy and Food Commissioner for more than five years and on June 1, 1910, was appointed State Dairy and Food Commissioner by Governor Warner. In 1890 he was married to Miss Julia A. Lawton and they have two children.

Such, in brief, are the salient features of the life of Mr. Lillie, but their repetition fail to disclose the

character and stamina which are the essential background of extraordinary achievement. Mr. Lillie has lived a very busy life. It has been a life full of work, early and late, day in and day out, year in and year out. He may not always have worked to the best advantage, but he worked in accordance with the light as he saw it; and the results usually justified his effort. He early espoused the occupation of the farmer and was not content until he owned and managed the largest and best farm in Ottawa county. He liked cows and his liking found expression in the acquisition of the largest herd of milk makers in the county. He believed in the factory creamery and the outcome is the largest and best equipped creamery in the State. He had faith in the practice and theory of

## In Touch With the People.

The employe who takes the money over the counter is one of the finger tips of the great corporation. The agent who manages the office, the ticket seller at the railroad station, the conductor, trainman, baggage master and telegraph operator at the window all are finger tips. They are in touch with the public. The officers, directors and stockholders never feel the public. The people never see them. The legal personage, called a corporation, is made of paper. The employe has a great chance. He knows how the people feel who, by their trade, furnish the profits of the enterprise. He can make friends or enemies for the firm. He can give the soft answer that turneth away wrath, or he can be as impersonate as the desk and as indifferent. The



Colon C. Lillie

the country bank and, under his guidance, the Coopersville State Bank has become one of the best managed institutions of the kind in the country. He has long cherished the idea that veterinarians should be better prepared for their life work, and in pursuance of that aim he has recently purchased the Grand Rapids Veterinary College with a view to placing that institution high up among the great educational establishments of the land. That he will accomplish this those who know him have no reason to doubt. As the official head of the State Dairy and Food Department he has ample opportunity to bring into play the executive capacity which has made him noted in other branches of human endeavor and achievement, and it goes without saying that he will give his new duties and responsibilities the best thought and effort of which he is capable.

majority of the finger tips of many public service corporations are as callous as bone. What do they care? Shrug the shoulders and obey orders and draw their pay. If things are wrong lay it on the other fingers. Fingers are not brains. Fingers are a long way from the heart. Fingers must expect to get dirty and do dirty things. If a private establishment were as careless of its patrons, by the indifference of its employes, as some public service corporations are ruin would soon follow. The great mercantile store demands that its finger tips must be as soft as velvet. The proprietors insist on keeping themselves in touch with the public by the finger tips of sales people. Occasionally a finger tip gets some brain juice into it. A young fellow studies the public. He learns their wants and seeks, within his power, to gratify them. He is polite and hu-

man rather than a mere machine. He makes friends always and enemies never. Now and then this mere agent makes a powerful friend. He attracts attention. He magnifies his humble place. He gets a reputation and a line of trade because he is human and not mechanical. Sooner or later some powerful friend sees that he is more than a desk—he is a man. It is easy to buy desks, it is hard to find men. This young man is found because he insisted on finding himself in a lowly place. Not a man whose splendid rise is heralded in these days but climbed by having sensibilities that put him in sympathy with the patrons of the corporation. Not an employe whose spirit was, "It is none of my business how the people ever like it," ever climbed nor ever will. After all, it is what the individual buys and how many individuals buy that make or break the corporation. The employe would soon get his discharge if the people ceased to buy. It is the people who feed and clothe him. There is one irresistible impulse of democracy. That is the commercial purpose. The sentiment of liberty, the love of freedom, would never have achieved the result. Trade is the great leveler. Buying and selling steadily enforce equality.—American Artisan.

## Take Time To Think.

It does not pay to be too busy. Unless a man has some time to think in a natural way about things in general he loses a great measure of mental growth. It is well to be active—a wholesome thing for every faculty of the mind. But as trees and flowers need both periods of rain and periods of sunshine, so men need to be sometimes busy and sometimes able to stop and think, quiet thought is refreshing to the busy man.

A great many men in business do not at all appreciate this fact, however commonplace it may seem. They drive themselves or let themselves be driven by their work all day long, day in and day out, year in and year out. What time they have away from their work is often spent in an endless round of social and pleasurable activities, leaving practically no half hour without its impending purpose, no time to stop and think and set their minds in order, no time to reflect or to let the mind act from impulses other than the purposes with which it is being driven continuously.

Such a man's mind gets into a whirl, revolving in a very small orbit, and making him oblivious to greater themes that lie wholly outside of the limited circle of his own strenuous activity.

On a strictly business basis this does not pay. It deprives the man of thoughts and ideas that might open up new opportunities of immeasurable value to his work. Whatever clogs up things retards progress.—Toys and Novelties.

A reformer is a fellow who would compel us to do by statute what he does naturally.

If you want people to be interested in your troubles, be interested in theirs.

# The Pleasant Smell Of New Made Bread

Is one which the average man would find it hard to describe, but he never inhales the odor without a certain watering of the mouth as the knowledge seems to strike him all of a heap that he is tremendously hungry and he can hardly wait until he gets a generous slice in his hands spread with rich, golden butter

And for that man life seems well worth the living. The cares of business fall away from him like water from the back of a proverbial duck, the sun shines and the birds sing and for the moment he's as happy as, when a boy, tired and hungry from work or play, he caught a whiff of mother's bread hot from the oven and was soon engaged in the apparent attempt to crowd the whole batch into his face before the butter had time to melt.

If wives would give their husbands less baker's bread and more good home-made bread we would have fewer divorces.

Any woman can make good bread if she uses

## LILY WHITE

**"The Flour the Best Cooks Use"**

and makes any effort at all.

Women who are reading the "Woman's Page" of the daily papers and magazines trying to find out from some other woman the secret of keeping a man good natured and an effective worker will do well to think this over.

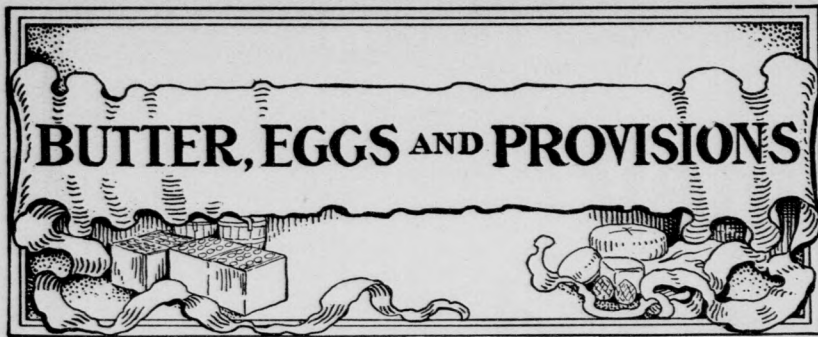
The average man is better pleased with something good to eat at meal time than he is with all the hand painted china you can pile on the table.

This is more of a lecture than an ad, but if it gets some tired, hard working man a square meal, we'll be glad.

For sale by your dealer.

**Valley City Milling Company**

**Grand Rapids, Mich.**



### Butter and Egg Conditions in the East.

I don't think that I ever saw more shipments of butter arriving in this market in bad order than have come in during the past few weeks. I refer more to the condition of the tubs than to the butter itself. Of course during extremely hot weather a good deal of the butter gets softened up and at times spills out of the tub, but why the packages should be knocked to pieces in the manner that they have been lately is not easily explained. It is quite likely that careless packing in the cars has something to do with this, and I am inclined to think that in some cases cheap tubs are used; but it is certainly time to look into this matter and see if part of the trouble can not be removed.

I have seen shipments where almost every tub was more or less damaged. In some cases only a tin or two is torn off and the covers slightly loosened, but far too often the cover rims are split and broken and the covers either come off entirely or only partially cover the butter. It is not uncommon to find hoops badly broken and the tub smashed out of shape. A receiver took me through his store the other day and I counted a half dozen shipments on the floor that were considerably damaged in this way. Porters were at work repairing the tubs as best they could, putting no new hoops, tins, etc., but when the packages are once damaged in that way it is next to impossible to restore their appearance. "That is a lot of fancy butter that usually goes to a regular customer, but he turned it down to-day, and I don't blame him," remarked a receiver. "If it was second grade butter I could work it off without much loss, but fancy goods will not sell in such looking tubs. The jobber explained to me that grocers are very particular about the style, and you can't convince them that high quality is to be found in that kind of tubs."

The transportation lines have had to pay for considerable damage this summer, and I guess a good deal of it is well deserved. There is far too much careless work in handling butter not only at this end but all along the line, and I believe that the condition of the tubs on arrival here can be greatly improved if the matter were given proper attention.

Referring briefly to the condition of the butter when delivered to receivers here there is no doubt that some of the roads are guilty of culpable negligence in the matter of icing

the cars, while some lines give poor service in the matter of cars. I was told yesterday of a Michigan creamery that came here in bad shape. It had been almost melted and then hardened, which not only destroyed the appearance but damaged the quality. The New York commission house gave a full description of the condition of the shipment when it arrived, and these facts were in turn placed before the railroad over which the goods were shipped. Almost at once a reply came back that the railroad people thought it about time to put on a refrigerator car. Think of running into July before giving shippers better service than an ordinary box car.

It looks as if the receivers of eggs in New York will hereafter be allowed to examine shipments for concealed damage before they are removed from the railroad terminals. The arbitrary rule that unless the eggs show damage on the outside of the case they must be signed for in good order, has been a constant source of friction between the transportation lines and receivers, and anyone who has followed out the workings of this order has seen that sooner or later it would have to be changed. There is no justice in it. Both interests are entitled to consideration, and if carriers refuse to recognize claims for concealed damage after the goods have been carted to the receivers' store it is an absurdity to refuse a proper inspection by receivers while the goods are still on dock. It is unfortunate that the freight lines did not see this and modify the rule before the indignation of receivers impelled them to take the law into their own hands and by a show of force compel recognition of their rights.

A case has recently come up in the courts of Philadelphia which will be of much interest as determining the responsibility of railroads in the sale of foods that are refused by consignees because of bad condition. It seems from the published reports that a car of eggs consigned to Beam, Turner & Co., was rejected because in bad condition. The eggs were turned over to Walker & Rice to be sold for account of the carriers' charges and for such other interests as might appear. An agent of the State Food Department bought two cases of the eggs from Walker & Rice, found them "unfit for food," had the members of the firm arrested, and they were fined two hundred dollars. But as it appeared that Walker &

Rice were only commission agents for the carriers, the Philadelphia & Reading Railway Company, the claim agent of that company, William W. Wilson, was also arrested and held under a charge of selling rotten eggs for food purposes.

Agent H. P. Cassidy of the Pennsylvania Food Department, who caused the arrests, is reported to have said:

"It is our intention to break up this abominable traffic in damaged, unfit, unhealthy and dangerous food-stuffs which are distributed, to be eaten by the public, merely to reimburse the railroads for losses for which they are entirely to blame and which they must inevitably expect in the railroad business."

This strikes us as of a piece with the intemperate language and attitude of many public servants who are clothed with power to enforce laws whose literal construction could not fail of unjust and harmful results even though their general purpose may be worthy. But it will be interesting to see how the courts regard the liability of carriers as to the sale, under such circumstances, of food stuff which may be adjudged unfit for use. If the courts hold Mr. Wilson responsible in this case then there will be nothing left for the egg carriers but to rig up candling and packing rooms and go into the egg trade with their bad orders.—New York Produce Review.

None ever regretted burying a slander.

### 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

W. C. Rea

## REA & WITZIG

J. A. Witzig

PRODUCE COMMISSION  
104-106 West Market St., Buffalo, N. Y.  
"Buffalo Means Business"

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

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

REFERENCES—Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers. Established 1873

Established 1876

## NEW POTATOES

Best Virginia Potatoes. Send Us Your Order.

### Moseley Bros.

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

Both Phones 1217

Grand Rapids, Mich.

## SEEDS "For Summer Planting"

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

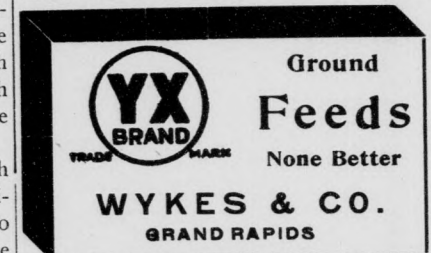
All Orders Filled Promptly

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



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

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



**BAGS** New and Second Hand  
For Beans, Potatoes  
Grain, Flour, Feed and  
Other Purposes  
**ROY BAKER**  
Wm. Alden Smith Building  
Grand Rapids, Mich.



**The Horse's Prayer.**

To Thee, My Master, I offer my prayer: Feed me, water and care for me, and when the day's work is done provide me with shelter, a clean, dry bed and a stall wide enough for me to lie down in comfort.

Always be kind to me. Talk to me. Your voice often means as much to me as the reins. Pet me sometimes, that I may serve you the more gladly and learn to love you. Do not jerk the reins and do not whip me when going up hill. Never strike, beat or kick me when I do not understand what you want, but give me a chance to understand you. Watch me and if I fail to do your bidding, see if something is not wrong with my harness or feet.

Do not check me so that I can not have the free use of my head. If you insist that I wear blinders, so that I can not see behind me as it was intended I should, I pray you be careful that the blinders stand well out from my eyes.

Do not overload me or hitch me where water will drip on me. Keep me well shod. Examine my teeth when I do not eat; I may have an ulcerated tooth, and that, you know, is very painful. Do not tie my head in an unnatural position or take away my best defense against flies and mosquitoes by cutting off my tail.

I can not tell you when I am thirsty, so give me clean, cool water often. Save me, by all means in your power, from that fatal disease—the glanders. I can not tell you in words when I am sick, so watch me, that by signs you may know my condition. Give me all possible shelter from the hot sun, and put a blanket on me, not when I am working, but when I am standing in the cold. Never put a frosty bit in my mouth; first warm it by holding it a moment in your hands.

I try to carry you and your burdens without a murmur and wait patiently for you long hours of the day or night. Without the power to choose my shoes or path, I sometimes fall on the hard pavements, which I have often prayed might not be of wood, but of such a nature as to give me a safe and sure footing. Remember that I must be ready at any moment to lose my life in your service.

And finally, Oh, my master, when my useful strength is gone, do not turn me out to starve or freeze, or sell me to some cruel owner, to be slowly tortured and starved to death; but do thou, my master, take my life in the kindest way and your God will reward you here and hereafter.—Boston Courier.

**Many Uses for the Sunflower.**

Americans do not regard the sunflower, which is said to be one of our own native plants, as being of much practical service, but in Russia it is utilized in many ways.

There the seeds are eaten in immense quantities, raw or roasted, as peanuts are in America, and the oil obtained by pressing the seeds is an important article of diet. The frequent religious feast days in Russia restrict the use of meat and lead to

a large consumption of vegetable oil, and the manufacture of sunflower oil has consequently grown to considerable dimensions in that country. The best seeds yield an oil that compares favorably with olive oil for table purposes.

Even the upper classes in Russia, it is said, eat the seeds, the larger and finer ones being quite equal to most nuts in respect of palatability and wholesomeness. The stalks and dried leaves are highly prized for fuel, being in some parts of the empire almost the only available substitute for wood. An acre of sunflowers will yield many cords of good fuel.

The oil appears to have more of the general properties of olive oil than has any other known vegetable oil. It takes about a bushel of seeds to make a gallon of oil, and fifty bushels of seeds can be grown on one acre of land. As the oil sells at about a dollar a gallon the profit is large.

At one time purified sunflower oil was used quite extensively to adulterate pure olive oil. It is of a pale yellowish color and decidedly palatable. In a crude state it is used by painters to some extent, but it is inferior to linseed oil for use in paint.

In addition to the oil from the seeds, the stalks, when green, and the oil cake make excellent fodder. The fiber of the stalks, which is fine, silky and strong, also has a value. In China it is woven into beautiful fabrics, and it is believed that, by the use of proper machinery, it might be used most profitably in this country. Edwin Tarrisse.

**Food Fads Attacked by Britisher.**

A Britisher is your true "knocker" of fads—provided he turns at all in that direction. Dr. A. L. Benedict has taken this tangent and has set about disputing a lot of ideas concerning foods and nutrition.

Few people, comparatively, eat too much; most of them through fad foods, economy and lack of condition for a normal appetite, don't eat enough.

A cooked egg is more nourishing than an egg eaten raw.

Sugar, used to the extent of three to four ounces a day, is one of the cheapest and best foods for the development of energy; if not all digested, it isn't as harmful to the digestive organs as are the undigested fats and proteids.

Starch never advances far toward digestion in the stomach, the pancreas deals with it easily and effectively.

Fruits, nuts, desserts, and the like, are unnecessary to the physical needs of the system.

Excepting the olive, almost the only vegetable foods that contain appreciable fats are nuts.

Meat and many vegetables contain as much phosphorous, or "brain food," as does the fishiest fish.

A Welsh rarebit is sterile, highly nutritious and no harder to digest than is milk curd. It is what you drink with it after midnight that hurts.

The best bouillon and other clear soups have about 6 per cent. of proteid content. Beef tea is about as

nourishing as is the water in which an egg has been poached.

Of eggs and milk, the calories of a day's rations should call for twenty-five eggs, or, three quarts of milk. As to raw oysters, 2.2 pounds yield fifty calories, which is about one-twelfth of what a person needs of proteid.

No healthy person should be a semi-invalid after a meal, requiring a snooze to recover; dawdling over a meal is as bad as bolting it.

**The Death-Threatening Fly.**

The Fly-fighting Committee of the American Civic Association of Washington has issued a special bulletin urging the people to beware of the deadly fly. Among the list of "don'ts" published in this bulletin is: "Don't buy foodstuff where flies are tolerated." Butchers who do not wish to lose a part of their trade will see to it that flies are not tolerated in their markets. The people are coming to recognize the fly as a death-bearing insect and are beginning to shun the markets in which these insects are found. In the bulletin there is a paragraph which reads: "The common house fly is coming to be known as the 'typhoid fly,' and when the term becomes universal greater care will be exercised in protecting the house from his presence. Flies kill a greater number of human beings than all the beasts of prey, with all of the poisonous serpents added. They spread disease which slays thousands while big, powerful beasts kill single victims." Butchers who have not given this matter serious consideration will see from this how strongly their customers are being urged to avoid the places where flies flourish. You can not afford to place your market in the list of interdicted places. Keep out the flies and hold the trade of your patrons.—Butchers' Advocate.

One of the best ways to lose your fears is to find your foes.

**Hart Brand Canned Goods**

Packed by

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

Michigan People Want Michigan Products

**Dandelion Vegetable Butter Color**

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

Manufactured by Wells & Richardson Co. Burlington, Vt.

**Feed Specialties**

We are the largest dealers in chicken, pigeon and all other feeds. Get our prices.

WATSON & FROST CO.  
Grand Rapids, Mich.

Receiver of Butter, Eggs,  
Poultry and Veal.

F. E. STROUP  
7 N. Ionia St. Grand Rapids, Mich.

**A. T. Pearson Produce Co.**

14-16 Ottawa St., Grand Rapids, Mich.

The place to market your  
Poultry, Butter, Eggs, Veal



THE NEW FLAVOR

**MAPLEINE**

Better  
Than  
Maple

The Crescent Mfg. Co.,  
Seattle, Wash.

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

**The Vinkemulder Company**

Jobbers and Shippers of Everything in

**FRUITS AND PRODUCE**

Grand Rapids, Mich.

**EGG DISTRIBUTERS**

We handle eggs almost exclusively, supplying best trade  
in New York and vicinity.

WE WANT large or small shipments on consignment, or will buy,  
your track. Write or wire.

**SECKEL & KIERNAN, NEW YORK****C. D. CRITTENDEN CO.**

41-43 S. Market St.

**Grand Rapids, Mich.**

Wholesalers of Butter, Eggs, Fruits and Specialties

### ADVERTISED GOODS.

#### They Are a Permanent Asset To the Retailer.

The very nature of the subject compels me to have a broader conception of the whole matter, inasmuch as the question at issue involves the permanency of the trade-marked article as an asset.

The word "permanent" in this connection opens up a wide field for discussion, and from an unbiased viewpoint I can see that the retailer and the manufacturer are very much at the mercy of each other.

The retailer must admit that he owes much to the advertising manufacturers, for this widespread publicity has created for the consumer new wants—has changed luxuries into necessities by raising the standard of living. Not only is this true of the city dwellers, but the farming community is now demanding the best of everything. We have heard much of late about the increased cost of living occasioned by higher prices of commodities. I contend that advertising is responsible for much of this. Let's see if I am right:

Whence comes all this demand for better clothes, shoes, furniture, methods of transportation, dwellings, more (almost constant) amusement, and higher education, both general and specific. What has brought this about? How has the great consuming public come to make these demands? By education. And who, I ask, has been a greater educator than the large national advertiser who has taught the world that progress is possible only by elevation to a higher standard of living?

We can almost count the months when the only breakfast food we knew was rolled oats, and very few even used this. And when we center our thoughts on the millions of dollars that have been spent each year to educate the public to the necessity of having some kind of cereal to start the day with, we can realize to some extent why the price of wheat and corn has almost doubled. Advertising has created a demand, and the price is regulated by the relation of the supply to the demand.

The public has been educated to know the good influence of music and good pictures on the members of the household. The public is reading more and better books than ever before in the world's history, and this means a greater consumption of paper, ink and other accessories.

The average man and woman now keeps several pairs of shoes, where only one pair sufficed before. Our men and women are better dressed. We ride in better carriages, in automobiles, and our railroad coaches are now richly appointed as regards the comfort of the traveling public.

Time was, in the memory of all of us, when a woman was well dressed even if she wore the little poke bonnet purchased two seasons passed; but now the modern woman must have as many hats as will give her a change according to the occasion, even if it means three changes in

twelve hours. And who of us would have it different?

We must admit, then, that the retailer owes much to the manufacturer for the creation of these new wants. And it has made better retailers, too. A very eminent advertiser recently said that the twentieth century retailer is merely a distributor—part of a vast machine controlled by the manufacturer. But I unhesitatingly say that this is not so, and I hope that day will never come. The retailer is a cog in the great machinery of distribution, and a mighty important cog, too, but when he becomes a mere automaton he can not be a useful citizen in his community, nor can he be of rightful service to the manufacturer, for unless he develops energy, enthusiasm, initiative, and other success qualities, he can not be a success. And any man who is not a success can not make himself valuable to others, and consequently to himself and those dependent on him.

Every successful business to-day is such because it recognizes the great natural law of co-operation. Upon this law hangs the very fabric of society. We have in merchandising the elements of manufacturer and consumer. One is creating and the other is consuming, so between these two there should be by nature a high degree of co-operation. Each one has learned to need the other. But the consumer is busy with his daily pursuits, earning bread for himself and family, and he has not always the time to study carefully all the merits of any certain article made by a score or more of manufacturers. Hence he would prefer to lean on his neighbor—the retailer.

Here the law of co-operation must continue to operate, and even stronger than before, for now there must be developed a bond of mutual helpfulness between the retailer and the manufacturer, and between the retailer and the consumer. Without this the retailer is really an intrusion, and the day has passed when the retailer can be a mere middleman without service. He must show to each, the consumer and the manufacturer, where it is to their advantage to let him help them. The manufacturer and the consumer can do business without the retailer. It is being done in every locality every day. The retailer must get out of the rut of being merely an agent of transmission; he must study the needs of the consumer and the product of the manufacturer, so that he might distribute, not alone from the standpoint of profit to himself, but from that of helpfulness to both the other two. This force, which I have called co-operation, works for better methods in business practice. The business man of to-day can no longer be successful if he practices the creed of selfishness, greed, dishonesty and trickiness. Look about you in our own locality, and see who the most successful merchants are. Consider their methods, and you will become convinced that what I say is true. Perhaps they did not make as much profit in the beginning as they could have made by some other method,

but they saw there was something more important than the mere volume of business, and that force which they saw was rightful service, and their better business judgment prompted them to know that real success is accomplished on the basis of service and co-operation.

The average consumer is ready and willing to pay the retailer a profit, if the retailer convinces him that he is rendering actual service, and the average manufacturer is willing to have his goods sold by the dealer, providing the dealer will represent the goods for what they actually are, and will neither sell them at too high a price nor too low a price, but will figure a legitimate profit, to which every business man is entitled. Every man owes it to himself to secure this profit, because without it he would be a menace to society.

It really hurts the manufacturer to have his goods misrepresented by the dealer, and they are often misrepresented, not with deliberate intention, but simply because the dealer is careless and will not make a study of the manufacturer's product.

Let us also consider what is due the consumer from the dealer. I should say the dealer should possess a knowledge of values, and he should have a keen power of judgment. He should study the needs of his customer, so as to sell him such goods as are vital to his needs, whether as articles of utility or pleasure. He owes this to his customer, and it is just because the great majority of the dealers were so long in realizing this that the mail-order houses were given a clear field to establish themselves. The question of prices was made paramount by the dealers, who, as a class, had not learned to talk quality, and inasmuch as the mail-order houses made lower prices than the dealers, the consumer naturally bought from the mail-order house. He could not see any difference in the service rendered. The service that you render must be an honest one. Make it really helpful. Don't talk price and say that you can beat your competitors' prices. Talk quality and service, for the consumer is willing to pay the price if you convince him on the two vital factors of quality and service.

We all remember the cry of "Substitution," and the efforts of some national advertisers to force the retailer to sell only such trade-marked articles as the consumer asked for. Did you ever have a druggist or a grocer offer you "something just as good?" If so, and he were a salesman, you accepted the "substitute" and probably got just as good value. We hear no more of this cry, but now the big national advertiser is seeking the co-operation of the retailer in the solution of the problem of distribution.

And the retailer should welcome this proffer of assistance, because it is easier to build up a permanent retail business on reliable merchandise that has been widely advertised than to sell nameless goods of doubtful merit. And no article can be successfully exploited by the manufac-

turer unless it has real merit, and is absolutely dependable.

The retailer can build up a permanent business without the aid of the manufacturer who creates a widespread demand for his product, just the same as the manufacturer can ignore the retailer and do a mail-order business. But the problem of distribution is going to be worked out by the co-operation of these two elements, so that more and more will it become true that the trade-marked article can be made a permanent asset to the retailer as well as to the manufacturer.

David Gibson.

#### Edison Plans Automatic Store.

Thomas A. Edison has in mind a plan for reducing the high cost of living by freeing most of the clerks in the department stores, thus permitting them to devote their attention to something that will benefit themselves and the country.

He is reducing to paper the plans that long have occupied his brain for an automatic store. When these plans are complete he hopes to see salesmen replaced by automatic vending devices. The customer need only to walk up to a slot machine, drop in the proper coin, and his bundle, neatly wrapped, will be delivered in his hand. Almost the only employes such a store would need would be men to attend the machines and those in a central station to overlook their operation.

It can only be applied to goods which come in packages or which may be wrapped. The customer may buy as many cans of string beans, for example, each neatly wrapped, as he has coin for, but it would be hard for him to match the linoleum on the kitchen floor to the entire satisfaction of his wife by the coin dropping plan. Nor could the housewife secure two and one-tenth yards of baby blue ribbon by going to one of the automatic venders. The assistance of saleswomen would be imperatively called for there.

In Mr. Edison's belief, however, a great part of the present labor cost of the department store can be eliminated by the more thoroughgoing use of the automatic vending principle. He plans to make vending machines, each of which may act as a silent salesman for a number of different goods. The customer, for example, will drop his coin, turn the pointer to indicate the particular kind of goods he wishes, and touches the button. The machine will do the rest.

#### A Tribute.

"I saw you at my lecture last night, Miss Harkaway. I hope you found it helpful?" said Professor Gassaway.

"Yes, indeed, I did," replied Miss Harkaway, enthusiastically. "I shall never forget last evening."

"You are very good to say so," said the Professor, complacently. "May I ask what part of it pleased you most?"

"Coming home after it was over," said the girl with a blush. "You see Jack proposed to me on the way back."



IF YOU WANT A  
**DRAWER OPERATED**  
 (All Total Adders. All Tape Printers)  
**CASH REGISTER**

Let us sell you the **BEST MADE**  
 at the **LOWEST PRICE**

IF YOU WANT AN

**Autographic**  
**Attachment**

on a **DRAWER OPERATED Register**  
 we will furnish it for

**\$15.00**

Prices: \$40, \$50, \$60, \$70, \$80, \$90, \$100, \$110

Detail Adders: = = \$20, \$30, \$40

F. O. B. FACTORY



Autographic Attachment



*This cut shows our \$95 Register with Autographic Attachment*

*1 cent to \$59.99, one registration. Same Register without Autographic Attachment, \$80*

**The National Cash Register Co.**

Salesrooms: 16 N. Division St., Grand Rapids

79 Woodward Avenue, Detroit

Executive Offices: Dayton, Ohio

ALL SECOND-HAND REGISTERS SOLD BY US FULLY GUARANTEED

**THE ULTIMATE CONSUMER.****Sample of the Foolishness Too Prevalent Nowadays.**

Written for the Tradesman.

They had been discussing the high price of living, the hard lot of the ultimate consumer and so forth.

Old Tom Tanner had been a silent but interested listener not far away. These were big men, who understood all about tariff, finance, economic conditions and the like. They had lately come from Washington, were imbued with all the hot air theories of those who governed, and capable of course of informing the rubes and common people about matters and things in general.

"There can be no doubt but the tariff has much to do with high prices," said one of the highbrows. "If President Taft had only kept on as he started out and not let the hardshells get a hook on him, the country would now be in a wonderfully prosperous condition instead of being on the verge of ruin."

"I can't quite agree with you there," said his companion. "It has been discovered that it's the middleman who does things, don't you know?"

"The middleman—fudge! It's the Payne-Aldrich tariff."

"But see here, my friend, don't you know that prices began to soar before that tariff got into operation? There was a commission appointed to investigate this trouble and that commission decided—

"Nothing at all."

"Oh, yes it did. I read the proceedings; the commission decided that the retail dealers of the country were to blame. When the small merchants and the bigger ones, for that matter, charged three prices for things, what could you expect? It was plainly shown by this commission that the retail merchant was coining money at the expense of the consumer, and this, together with the expensive habits of our people, has raised prices and hob in general."

The highbrows waxed warm.

Old Tom listened, half amused, half angry. He knew something about prices, even if he was a back number in some respects. He had a friend in the mercantile business and it surely would surprise his friend Brown to know that he was making 300 per cent. on everything he sold.

The old schoolmaster hitched his chair closer and coughed.

"Ah, here is Mr. Tanner. I'll bet he knows what I say is true. You fellows on the farm are badly used by the merchants—the middlemen, you understand. I trust you will bear me out in what I maintain about these greedy retailers. Why, one firm in some inland New York town admitted to this committee that he cleaned up a dollar a pair on ladies' gloves which cost him \$4 a dozen wholesale. Talk about robber tariffs! If this isn't a plain case of holdup I don't know what you would call it."

"It does look that way," and old Tom injected himself into the discussion with most solemn visage.

"There's a lot of mushy foolishness gotten off by these theoretical fellows the country over. The retail merchants all ought to be millionaires by this time, hadn't they? I notice one thing—it's farmers and highbrows who ride in their automobiles instead of the middlemen, as you call the retail dealers."

"Oh, as for that—"

"Permit me to ask a few questions, gentlemen?"

"Oh, yes, certainly."

"This commission you speak about decided that the retail merchant was at the bottom of high prices; that the consumer was being mulcted to the tune of 300 per cent. to fill his till with filthy lucre. Is that it?"

"Well, yes, if you put it that way. I don't know that everything was sold at such a figure, but the average profits were something like that."

"This was generalization. Now, to be specific, please name some of the articles on which such wild profits accrue?"

"Oh, that's easy enough."

"Of course. Go ahead, please."

The man who laid everything to tariff sat back and chewed his cigar, content to allow this old mossback to ask questions of his friend.

"Well, there was the matter of ladies' gloves."

"Yes, yes, of course. The merchant was getting \$16 per dozen for \$4 gloves?"

"Precisely. Plain robbery, I call it."

"And everything in the store at the same rate?"

"Why, yes, about everything."

"Yes, I see. The cheese retailer pays 17 cents for he sells at 68 cents per pound; sugar at wholesale 5 and one-half goes at 22 cents; butter for which he pays us farmers 20 cents for he readily sells at 80 cents; Arbuckle's coffee which we buy at 15 cents wholesale he gets 60 cents for. Of course, if you are a family man, you know what such things cost. Then, as to dry goods, the good mistress, as well as the maid, is taxed 20 cents a yard—"

"Hold on, hold on," gasped the highbrow, "this is an extravagant statement of the case."

"Three hundred per cent., as you said."

"But see here—"

"Ordinary work shoes retail for at least \$6 per pair," went on old Tom. "Of course, everybody knows that flour is sold by the middleman for \$22 a barrel, pork at \$48, the best rice at 24 cents a pound; blue ribbon raisins, 32 cents a package; tea, a dollar and a half; crackers, 25 cents a pound! Is it any wonder we, the consumers, are down and out, kicking like bay steers while the lordly middleman, the bloated retail merchant, is piling up his millions? Why, Mr. Seacroft, you are fortunate to be alive, say nothing of—"

"Hold on, Mr. Tanner."

"Why yes, I will do that."

"Your statements are extravagant, sir."

"They were simply on a line with your own," declared old Tom grin-

ing. "All such commission decisions you were quoting are mere buncombe. It seems to me men of sense ought to know it. I can't understand why people will be carried away by such fool ideas. What is the matter with the country? Nothing. She's all right. It's the blamed windbag politicians that stir up a senseless muss all the time—"

"As I told you, Markus, it's the tariff," chuckled Seacroft's companion. "Mr. Tanner has knocked your argument sky-high."

"Again I beg to disagree," and old Tom glanced at the speaker from under his shaggy brows. "I will admit that tariffs have something to do with the prosperity of our country, but in the present instance food stuffs were on the rise before the new schedules went into effect. Besides, those articles on which the duties have been reduced or entirely eliminated are even higher in price than before. It is quite the fad with a certain class to lay everything that is wrong to the middleman. We farmers were once quite as silly, but the most of us have gotten over that."

"There's not a more hard-worked, conscientious, praise-deserving class of men in our country than the retail merchants, you wild-eyed political reformers to the contrary notwithstanding."

"Well, how about the extravagance of our people?" broke in the first highbrow. "Some there are who contend that the working man lives too high; he must economize if he would be happy."

"That is something we have always had with us," smilingly returned old Tom. "Even in pioneer days there were the pleaders for a more stringent counting of the pennies."

"But surely you will not contend that our early pioneers were extravagant?"

"Some of them were, just as now. Young men who worked in the woods for what would now be deemed small pay would often of a holiday spend more than a month's wages,

aye on occasions, half their winter's salary in the enjoyment of an outing with their best girls. You look surprised."

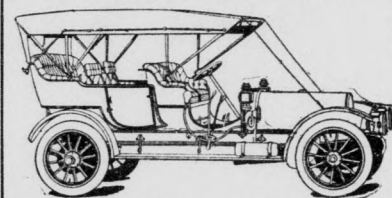
"I am surprised. I have always

**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.

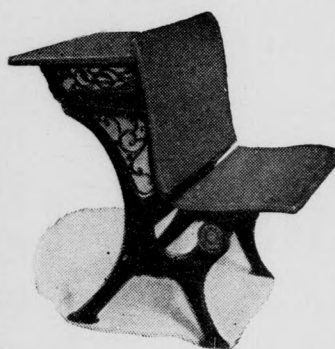
The 1910 season has begun with a new world's record for the Franklin; this was established by Model G. (the \$1850.00 car) at Buffalo, N. Y., in the one gallon mileage contest, held by the Automobile Club of Buffalo.

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

understood that fifty years ago the young men and maidens were a pattern of the sternest economy—

"Mere nonsense," and the schoolmaster laughed. "Why, I have in mind at least a dozen young chaps of the sixties who thought nothing of spending fifty dollars on a single blowout, such as Christmas or the Fourth of July."

"Well, well!"

"How could they blow so much money in the woods?"

"Not on auto-riding or dissipations at the resorts, you may be sure. Small dissipations cost more then than now. A young fellow would draw his wages several days before the Fourth, walk thirty miles to town, hire a spick-span livery rig, return to the woods, take Susan with him twenty or thirty miles to a dance, have the time of his life for a night, return the girl to her home, then drive back with the livery and walk that thirty miles to his place of labor. You may be sure this cost something."

"Well, I should say!"

"And it was mighty strenuous work, too."

"More than most young fellows would do now for the sake of a girl's company for a few hours, I'll be bound."

"I am not so sure of that," returned Tom.

"Do you mean to say that such extravagant trips were of usual occurrence?" asked Seacroft.

"Twice a year, at least."

"Those chaps must have panned out in the poorhouse at the end of their days."

"On the contrary, some of them became most worthy, substantial citizens, men of probity, property and importance. One I have in mind went to the state legislature, graduated from there into a millionaire's office, in the end filling the old Go-trox shoes. Young fellows in the woods were a lot of as good boys as you'll find anywhere, brainy as the best and not afraid to spend a dollar in having a good time with Susan, as I tell you. One I knew got into trade and is to-day a retired merchant, honored and respected, never having been accused of getting rich at the expense of the ultimate consumer." Old Timer.

**Times Change.**

In a small Kentucky village there occurred in the negro Baptist church a series of fights which greatly disgusted some of the congregation. One morning the niece of one of the members said:

"Aunt Jane, is you gwine to de chuhch to-morrer?"

"No, chile, I ain't a-gwine," replied Aunt Jane. "I's gittin' 'feared an' 'shamed to go to dat church, an' b'lieves I'll jine in wid de Methodises. Dar wuz a time when a body'd come home fum de Baptis' church an' folkses 'd ax, 'D'yer have any preachin'?'—who praight? But now dey axes, 'D'yer have any fightin'?'—who fit?"

True greatness is the sensitiveness to the sufferings of others.

**Necessity of Fitness in All Mercantile Advertising.**

Written for the Tradesman.

Ruskin says: "Remember that your fitness for all future trust depends upon what you are now." He might have added with propriety that not only what you are now, but what you will be, depends upon the fitness of your advertising. There is an ethics in the speech through printer's ink as surely as in the spoken words. Commercial decorum is as potent a force in determining the proper rating of a firm as is individual manner. There is a fitness in the advertisement which speaks louder than words. The coal and the diamond merchants may cater to the same audience, but they must not expect to reach them through the same channel. To attempt it would be to violate the rules of fitness.

Eugene Field fully appreciated and recognized this principle in his perpetration of a practical joke which came near proving disastrous to the G. O. P.—though not through violation on his part of the principles of advertising.

It was in the early days when he was running a newspaper out in Denver, and Mr. Londoner, chairman of the Republican convention, was appointed a special delegate to look after the colored vote. In an unguarded moment he confided to the humorist his believed successful progress. The next morning he was astounded by the appearance of this announcement:

**WANTED!**

Every Colored Man In the City To Call At Wolfe Londoner's Store.

A Car Load of Georgia Watermelons Just Received For a Special Distribution Among His Colored Friends.

Call Early and Get Your Melon!

When Londoner reached his store he was overwhelmed with dusky friends, each clamoring for the promised melon. Explanations were vain. The gathering was little short of a mob. There were no melons in sight—none, so far as he knew, within reach of Denver. It was before Rocky Ford had risen to prominence in the melon industry. Londoner realized that it was out of the melon season, and was about to abandon the scene in despair when by some good luck a carload of watermelons arrived in the city. They were exorbitant in price, but the shrewd politician paid it without a murmur, only offering an apology to the expectant crowd about the provoking delay in their delivery. Of course, a full colored vote was polled at election and victory was gained. But the fact stands out in bold relief that the wag realized the fitness of the watermelon to gain attention.

The writer recently noticed a small elm tree near a popular trolley line bearing among its branches a large billboard representing a clock face. The effect was "top-heavy." While the design, properly placed, might have been creditable—if billboards

are ever creditable—perched among the branches of the slender elm, the effect was little short of ludicrous. Instinctively the passenger looked from it with relief to the neat card just above his head with the simple words, Blank, Clocks and Watches. There was a mute appeal in fitness which quickly determined a choice between the two dealers.

There is a fitness in time which keeps us entirely up-to-date. The man who advertises his furs when his patrons are donning their linen suits simply reminds them that he has a lot of left-overs which for some reason were unsalable. The impression gained is not favorable. Besides reminding of his lack of success, we at once infer that there is something wrong; and if wrong with the winter stock, why not with the summer?

The medium is another element making for or against success. While in some instances the stock is of a general nature which renders it seemingly adapted to all mediums, yet there is no question but that some are better than others, while for the special article fitness has a most potent significance. The dealer in plows and harrows would scarce seek publicity through the columns of a jeweler's or druggist's medium; neither would the milliner strive to gain audience through the trade paper of the blacksmith. The owner of a bowling alley would not choose a Sunday school paper for his announcement, even though the publishers' rules did not prohibit. There is the constant need of studying the fitness of mediums as well as their circulation.

Most of all, comes the fitness of our advertisement and of ourselves. The sturdy stock should be displayed in bold lines; that of a more delicate nature permits the fancy touches which the world calls artistic. The status of a Gorilla marks the business of the shoeman who wishes to emphasize the strength of his goods; while the child of art personifies more dainty apparel.

Yet fitness in its varied phases is but a relative term. The secret of success in commercial life is our own fitness; our ability to make good all claims. It includes many phases; reflects many sides. Success requires fitness in the announcement reinforced by fitness of the article.

Bessie L. Putnam.

**Edwin Booth's Open Theater.**

A year or more before his death Edwin Booth received a letter from a prominent New York minister, in which the reverend gentleman explained that he had always felt a desire to witness Booth's portrayal of Hamlet, but as such an act would be contrary to the doctrine of his faith he asked Booth if he could not arrange to have him admitted by a private entrance after the performance had begun, it being his intention to leave by the same door, thereby escaping the notice of the audience.

To this Booth replied:

"Reverend Sir: Yours received. In reply would say there is no door in the theater through which God can not see."

**The BEST Sellers**

**BAKER'S COCOA and CHOCOLATE**



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

**52**

**Highest Awards**

**Walter Baker & Co. Ltd.**

Established 1780 DORCHESTER, MASS.

**The Diamond Match Company PRICE LIST**

- BIRD'S-EYE.**
- Safety Heads. Protected Tips.**
- 5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
- Lesser quantities.....\$3.50
- BLACK DIAMOND.**
- 5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35
- Lesser quantities.....\$3.50
- BULL'S-EYE.**
- 1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lot.....\$2.35
- Lesser quantities.....\$2.50
- SWIFT & COURTNEY.**
- 5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots.....\$3.75
- Lesser quantities.....\$4.00
- BARBER'S RED DIAMOND.**
- 2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lot.....\$1.60
- Lesser quantities.....\$1.70
- BLACK AND WHITE.**
- 2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.80
- Lesser quantities.....\$1.90
- THE GROCER'S MATCH.**
- 2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00
- Lesser quantities.....\$5.25
- Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50
- Lesser quantities.....\$3.65
- ANCHOR PARLOR MATCHES.**
- 2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40
- Lesser quantities.....\$1.50
- BEST AND CHEAPEST PARLOR MATCHES.**
- 2 size—In slide box, 1 doz. inpackage, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60
- Lesser quantities.....\$1.70
- 3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40
- Lesser quantities.....\$2.55
- SEARCH-LIGHT PARLOR MATCH.**
- 5 size—In slide box, 1 doz in package, 12 packages in 5 gr case, in 20 gr. lots.....\$4.20
- Lesser quantities.....\$4.50
- UNCLE SAM.**
- 2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35
- Lesser quantities.....\$3.60
- SAFETY MATCHES.**
- Light only on box,**
- Red Top Safety**—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50
- Lesser quantities.....\$2.75
- Aluminum Safety, Aluminum Size**—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90
- Lesser quantities.....\$2.00

## STORE FAILURES.

## Reasons Why the Proportion Is So Large.

The other day I read this sentence in one of R. G. Dun & Co.'s weekly reports, "The average life of a successful general store is twenty years—then it fails." One does not look for literature in trade reports. Literature consists in telling the thing by saying something else. This gives the reader an opportunity to guess what is meant—it is a kind of pleasing puzzle; and the joy of the reader lies in solving the problem. It is the satisfaction with himself that pleases the gentle reader, not the joy in the literature. Reading is self-discovery and when we understand we mentally pat ourselves on the back.

And so that remark in the Dun report caught me—I was pleased with myself. I read into it my own experiences.

"The average life of a successful general store is twenty years—then it fails." If it isn't successful it would not live at all. If it exists twenty years a goodly degree of success must attend it; and it fails on account of its success.

As long as a country store is small, and is run by a man of average ability, who can carry in his head a schedule of what he has in stock, the place escapes disaster. The owner buys and he sells; he usually remembers about what a thing costs, and he sells at a profit.

In small stores, out West, if a patron was trusted, we used to chalk the item down on the stovepipe. The amount of money in the cash drawer at night represented the cash sales of the day. If somebody pinched a few dollars, or lifted a pair of boots, we didn't know it unless we caught the miscreant in the act.

In a country store an inventory is taken once a year. At the end of the second year stock is found on hand that was on hand a year before. No special effort is made to work it off—the hope and expectation is that it will eventually be called for.

The business increases—diligence and hard work have their reward. A clerk is employed, besides the usual boy. Things are prosperous. Another clerk is hired.

The owner's credit is good—he buys on time. If bills are due and he has not quite enough money to meet them, he pays what he can and gives his note for the balance.

Business continues good—new lines are taken on. If there is no money to pay notes that come due the notes are renewed. The inventory shows a profit of five, eight or ten thousand a year. Money may be a little tight, but it is tight everywhere. Business is good—the country is prosperous.

Did you know that an active, hustling, rustling man is only at his best for about fifteen years? That is a fact. He is not done for then, only he is willing that others should take the lead for awhile and shoulder the burden.

Things are left to others—our merchant takes little trips, or spends a part of his time on his farm looking after his live stock.

The very success of the business leads to carelessness and inattention. Vigilance is relaxed. In the general store there is no system of book-keeping to show what pays and what not. The inventory does not reveal the dead stock, and the book accounts do not show what accounts are worth their face and what not.

A good dunderhead clerk, not over greedy, can steal from his employer a thousand dollars a year for ten years and the boss in the average successful country store will never know it. The bigger the business the more leaks. I used to work in a country store where a 12-year-old boy stole eggs from us at the back door and brought them around in front and sold us our own property. He kept this up for a year, and he might have kept it up indefinitely had he not taken in a partner and tried to do a wholesale business.

Success did for him, too!

Dead stock, bad accounts, pilfering clerks, pinching setters and lime in the bones of the boss work the certain ruin of every country store.

If the business is so small that the proprietor and his wife can remember everything they have in stock, and then sell for cash, and can not get or will not accept credit, then the business is safe until their sons grow up and take the management—then five years busts the shebang.

Expansion without system spells failure. Organization means that a man shall grow with his business, but the man who grows with his business is as one in a hundred.

A million mice nibble at every business concern.

In order to avoid leaks there must be a system that will locate them. The department store, where there is a system which tells every day, every week or every month just what each department pays, is the safest business that exists. If any one department does not pay it is reformed and made to pay or else eliminated.

No big business can possibly succeed unless it is divided up into department.

A non-paying department is never allowed to continue and drag the whole concern down to bankruptcy as in the good old general store, where jumble and guesswork audit the accounts. The successful country store is an easy mark for every petty thief and little poker player in town. The village Smart Aleck hires out as clerk and supplies his friends the things they need, just as a sneakerino reads the postal cards and hands out the news, if he or she clerks in the postoffice.

Success in business nowadays turns on your ability to systematize. John Wanamaker, one of the most successful merchants the world has ever known, knows every night just what department of his vast business is paying and what not.

The business of John Wanamaker owes its success to system. No business long remain greater than the man who runs it. And the size of the business is limited only by the size of the man. Our limitations say to our business, "Thus far and no farther." We ourselves fix the lim-

it. Without system the most solid commercial structure will dissipate into thin air. The Gould System, the Vanderbilt System, the Hill System, the Harriman System, the Pennsylvania System—they are all rightly named. It is system that makes a great business possible. When Jay Gould gathered up a dozen warring, struggling streaks of rust and rights-of-way and organized them into a railroad system he revealed the master mind.

The measure of your success is your ability to organize, and if you can not bring system to bear, your very success will work your ruin. "The average life of a successful general store is twenty years—then it fails." And it fails through its lack of system—the man does not grow with his business. An army unorganized is a mob. Napoleon's power lay in his genius for system, and he whipped the Austrians, one against three, not only because he knew the value of time, but because he had the ability to systematize. "But the finances?" asked his Secretary. "I will arrange them," was the reply.

The character of the man at the head mirrors itself in every department or every enterprise, but perhaps in the hotel business most clearly and quickly of all. A certain kind of

landlord can care for a certain number of "Guests"—and the quality of the guest attracted is according to the quality of the landlord. Increase the number of people to be fed and housed and usually your hotelkeeper quickly gets into very hot water. Fifty extra people upset his system and either his guests leave or else his "help" steal him to a standstill. A new and better manager must then come in, or the referee in bankruptcy awaits around the corner with a stuffed club.

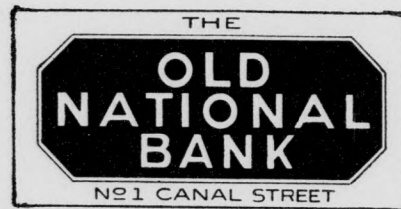
The measure of a man's success in business is his ability to organize.

The measure of a man's success in literature is to organize his ideas and reduce the use of the twenty-six letters of the alphabet to a system so as to express the most in the least space. The writer does not necessarily know more than the reader, but he must organize his facts and march truth in a phalanx.

In painting, your success hinges on your ability to organize colors and

**GRAND RAPIDS  
FIRE INSURANCE AGENCY**  
THE McBAIN AGENCY  
Grand Rapids, Mich. The Leading Agency

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. Corl John Mowat Dudley E. Waters  
Claude Hamilton J. Boyd Pantlind Wm. Widdicomb  
Chas. S. Hazeltine John E. Peck Wm. S. Winegar  
Wm. G. Herpolsheimer Chas. A. Phelps

We Solicit Accounts of Banks and Individuals

THE NATIONAL  
**CITY BANK**  
GRAND RAPIDS

WE CAN PAY YOU

3% to 3½%

On Your Surplus or Trust Funds If They Remain 3 Months or Longer

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

place them in the right relation to give a picture of the scene that is in your mind.

Oratory demands an orderly procession of words, phrases and sentences to present an argument that can be understood by an average person.

Music is the selection and systematization of the sounds of Nature.

Science is the organization of the common knowledge of the common people.

In life everything lies in the mass—materials are a mob—a man's measure is his ability to select, reject and organize.

Elbert Hubbard.

**The Modern Co-operative Motive.**

Unless you have already become acquainted with the writings of that great soul, Ernest Crosby, you have before you a pleasure of great worth.

Here was a man—for Crosby went away in 1907—who was born to wealth and social position, trained as the son of a rich man, fitted for the life of one who would never feel the pangs of want, yet who was awakened to the injustice of our present social and economic system in time to enlist under the Square Deal banner and tender efficient help to the workers in the cause of justice.

Crosby saw clearly that our present wage system is little better than the old slave system. The difference consists in this: The slave was compelled to work through fear of the lash; the wage worker is compelled to work by the bribe of the wage needed to satisfy his natural wants. The narrow-visioned employer seeks dividends. The ignorant employe seeks wages. The employer and employe of to-morrow will co-operate to work for others.

"We should make things, because the community, including ourselves, needs them," says Crosby in his great little book, Labor and Neighbor. "We must have sufficient consideration for the community to wish to supply its wants. We must love our neighbors and ourselves. Slaves make boots because they have to. Wage earners make boots because they get paid for it. The worker of the future will make boots for the purpose of covering the feet of men.

"Slaves built the pyramids and temples of Egypt from fear of the lash. Wage-earners build our cities from the desire of money. But the coming craftsmen will erect buildings because they are needed. And, incidentally, making things on account of the usefulness of the things themselves, they will find a new pleasure in their work, which will show itself in artistic workmanship.

"Fear or the wage-lust are yet the necessary spurs to persevering co-operative endeavor. And as we change from one incentive to another, let us remember that it is a mistake to drop the former before we have attained the latter, for civilization might expire in the interim. Love of money must last until love of work and neighbor is ready to take its place.

So long as we are greedy for money the wage system suits us and we have as good a civilization as we deserve."

Thomas Dreier.

**The Survival of the Fittest.**

The fit, and only the fit, have survived and will continue to survive. Alexander and Julius Caesar and Napoleon became masters and retained their mastery because they were fit. They were the right men in the right place for their times.

They were the products of their times. They represented the flowers of their civilizations, just as Rockefeller and his kind represent the age that is just slipping away.

Rockefeller could no more help doing what he did than you can help acting as you act and I can help acting as I act. As Charles E. Russell recently pointed out in the case of J. Ogden Armour, the big captains of industry had no choice. The Sugar Trust defrauded the Government by tampering with the scales, and hundreds of John Does and Bob Browns in grocery stores cheated their customers by the same method.

James Howard Kehler I believe is the man responsible for a little verse in which he speaks of the crimes of the capitalists and then swings in the line every little while, "But how about your little graft?"

Harriman, Rockefeller, Morgan, Armour, Hill, Carnegie—all these men went to high places in their realm of the world's work because they were fit. In working with and against their fellowmen they survived because they were fit.

Roosevelt, La Follette, Cannon, Aldrich, Folk, Cromwell, Martin Luther, Julius Caesar, Napoleon, Armour, Carnegie, Saint Paul, Socrates, Plato, Phidias, Cleopatra, Pericles, Mark Twain, Bill Nye—all these men get their names written larger than the individuals in the mob because they were fittest for the work they did at the time they did it.

Human beings are spawned by the billion and killed off to make way for another lot. One age comes on and another trails off. To Nature the individual is insignificant. Men magnify their importance overmuch. There is too much of this holier-than-thou business. None of us is good enough to throw stones. What is good for us may be evil for Jones. What right have we to judge?

Some of us go yelping, snarling, ki-yi-ing and barking at others and make so much noise that we never hear those who are yelping, snarling, ki-yi-ing and barking at us for our own foolishness and our own crimes.

We steal a soap box from the back of some grocery and harangue the loafers on the street corners on the evils of the rich and the virtues of the poor, and the next day we receive a legacy from a relative and that evening as we flit by in our automobile we hear the raucous voice of another fellow who has found use for our soap box and say to ourselves, "Those agitators ought to be run in for disturbing the peace."

I remember a woman who used to come into the newspaper office where I worked out West and tell me how she and other women prayed for me at prayer meeting every week so that I would see the error of my way, and in the next breath she boasted

to the city editor that she had beaten the street railway out of a nickle by looking out of the window when the conductor came through.

Some of us boast of our virtue when all we have done is to get so confounded scared that we did not dare ratify our desire for fear folks would find it out.

A reformer is a fellow who would compel us to do by statute what he does naturally. Heaven is a place where folks have mastered the art of minding their own business. Hell is a state of mind brought on by fear of what "they" will say.

Let us get this into our heads: We are what we are because of what we have sensed. Rockefeller is no more to blame for crushing out competition than he is for establishing the Rockefeller foundation. He is controlled by the spirit of the times. So are we.

All is a change. That only is constant.

**The Successful Man.**

For some reason or other I can not bring myself to believe that a man who lacks wealth is less successful than the man of means.

To me success consists in riches of personality. It is that which compels one to say of one who possesses it, "There is a real man," or "There is a real woman."

Is the keystone in the arch of a small bridge less successful than the keystone of the arch of a bridge flung across some great whirlpool rapids?

Because a man has little fame and less wealth is he necessarily a failure?

What right have we to judge? What right have we to fling a jest and a jibe at a brother? Would we in his place do better?

Perhaps this silent, ill-dressed, retiring man is a hero in his home. Perhaps he has made sacrifices of which he never speaks. Perhaps he has been a true minister—trying to make this world a bit happier for those who come in contact with him.

Again I ask, What right have we to judge? The man is down, you

say? Ah, then, he needs our help. He needs our inspiration. Let us give him a hand. What right have we to revile him? Let us remember that the Good Samaritan did not complete all the work.

There are always opportunities to be kind.

To every young man of worth there comes a time when he desires with all his strength to do a man's work in a man's way for a man's reward.

**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
  - 10,000. LaPorte Gas Light Co., LaPorte, Ind., 5.85%
  - 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.

**LEARN TO BE ALONE.****Maintain Your Personality Against all Comers.**

Every man is an exception.

Life is fluid, mysterious, baffling. When you can carve water and mold air you can define life. You can not lump souls. They are to be known one by one.

The chief discovery of modern psychology is the utter complexity, the star height and ocean breadth of personality. You can not teach the things that make life. All you can do is to live them, and by the magnetism of yourself magnetize others. A candle does not wrestle with the dark. It just "is." "He that believeth shall not make haste."

The food of life is truth. This can not be taught, as Latin and Greek are taught. For its essence is one's personal adjustment to the universe. And this is to be learned without rules or text books, in part by guessing, in part by instinct, in part by the imagination, always by repeated experiment.

And when you have unearthed a truth and found it golden, absolutely believable and practical, you are amazed that you can not pass it on. You can not sell it nor give it away. To the person you offer it it seems a platitude. A father thinks his experience of great value—until he tries to give it to his son. He will take father's money but not his accumulated sense. Of the higher values there is no inheritance.

What is really worth while to our immortal destinies we get by day labor. The facts of science, of newspapers and of school books are negotiable; but upon every fact you have obtained for your life's food is stamped "not transferable."

Even those truths that seem universal, such as the ten commandments and the golden rule, are like new shoes; they are of little use and no comfort to you until you have worn them long enough to crease them to your personality.

Truth is communicable in a way; but not as apples are poured from a basket into a bin, as money is given and taken, and as the rules of grammar are taught, but rather as one torch ignites another or as iron magnetizes iron. If I get truth from you it is because the particles of my soul have been chemically rearranged by your personality.

You must be bold enough to realize that you are one-half of the universe. The other half is of no use to you except as you can devour it and assimilate it. If you do not eat it, it will eat you.

The supreme struggle is to defend and maintain one's personality against all comers. You have a quality distinct from that of any other creature. It is the will of Deity that you develop this. That is why he made you. "Whenever a child is born a new universe is created," said one philosopher. "Few men find themselves before they die," said another. To save your life is not to move from the slums to the boulevards, but to move over from others,

from thinking, feeling, and believing with the mob, into your own mental house.

Nothing is more dreary than what is termed success or "getting on." We move in a circle. Sprung originally from monkeys, we consummate our career when we have succeeded in entirely monkeyizing ourselves; having a store of other men's opinions, not daring to entertain a passion that can not be quoted, laughing with simian aptness when the bishop laughs, and knowing how to use the oyster fork, to sip from the side of the spoon like so and so, and not to eat pie with a knife.

We are ashamed of all that is real in ourselves and proud of what is borrowed; ashamed of our skin, proud of our clothes; ashamed of our own thoughts, proud to repeat some famous man's; eating what we like in private only, eating what we do not like at banquets; curtailing our time with those we love to spend it with those we detest; studying art and music by trying to familiarize ourselves with the tastes and views of others. The table of life is crowded with distinguished guests; the soul, a wretched Cindrella, must take what crumbs may fall. But when the prince comes he will have but Cinderella.

There is a true and a false humility. You can distinguish by this: In the heart of true humility is self-respect.

Observe the great examples of history. The real kings of men succeeded only as they held the fort of their own personality against their times.

Richard Wagner would not have been our master in music had he fallen down and worshipped the musical potentates of his day. Abraham Lincoln would have been as commonplace as the statesmen around him had he listened to them and not to his inner voice. Galileo would have been useless to science had he not muttered under his beard as he came out of the torture chamber, where he had been forced to deny that the world moves, "E pur si muove." It still moves! Daniel had been no prophet if he had shut his windows. Jesus would have had no spiritual dominion if he had not preferred the cross to joining the pharisees.

Curiously enough, the world has turned its back squarely upon the teachings of these its wisest men. For the world says, "Conform! Do as others do, if you would succeed." But when you consult any of those heroes they teach precisely the opposite, saying: "Be true to your convictions! Follow the gleam! Beware of the world!"

The first duty of the soul, as of the United States, is a declaration of independence. We must solemnly abjure not Great Britain but the great world. Expediency is the chief corrupter of morals.

Learn to be alone. The world is never present at the soul's Thermopylae. There is no audience at the supreme tragedy. In your deepest Gethsemane your friends are

asleep. Woe, then, to the man who has not developed in himself the power of a noble solitude!

And in heaven the angels wear no uniforms. Sanctify is not sameness. Heaven consists of those souls who have found themselves through love; hence infinitely interesting. There we shall meet real people.

Hell will be a bore; stupid, because men go to the devil in herds. They go to heaven one at a time, each by his own path, by a narrow way. In heaven each shall live his own life. Frank Crane.

**Francis Wilson Saves a Book.**

A fire broke out one day in Francis Wilson's dressing-room at the theater where he was playing.

He had some of his books around him, and in an agony of despair he asked himself:

"Which shall I save?" He looked at his precious Chaucer, at some Shakespearean volumes, when:

"Come, Mr. Wilson," broke in at the door from a fireman, "you have not a moment to lose."

"Yes, yes. Coming," replied Wilson absently.

He was looking for a special illuminated volume very dear to him.

"Come, Wilson," hoarsely cried his manager; "come, get out!"

"All right, all right," said Wilson, and, grabbing some clothes in one hand, he snatched with the other the nearest volume and ran to the street. There he looked at the huge volume in his arms. It was the city directory.

**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  
Peacock Brand  
Leaf Lard**  
and  
**Special  
Mild Cured  
Hams and Bacon**

Cured by  
**Cudahy Brothers Co.**  
Milwaukee, Wis.

**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.

**Who Pays for Our Advertising?**

ANSWER:

Neither the dealer nor his customers

By the growth of our business through advertising we save enough in cost of salesmen, superintendence, rents, interest and use of our plant to cover most of, if not all, our advertising bills. This advertising makes it easy to sell

**LOWNEY'S COCOA**  
AND  
**PREMIUM CHOCOLATE for BAKING**

All LOWNEY'S products are superfine,  
pay a good profit and are easy to sell.



**The Wastefulness of the American People.**

Written for the Tradesman.

I have just been reading a picturesque account, by Dennis H. Stovall, of a camping trip through America's greatest forest of sequoias, or "redwoods." In the coast region of Southern Oregon and Northern California the giant sequoias with their thick, deeply furrowed bark and their flat, glossy-green linear leaves and reddish-brown cones, lift their massive columns and towering heads literally hundreds of feet into the air.

How profoundly impressed must the traveler be as he climbs the long grade over the backbone of the Siskiyou Mountains and enters with bated breath the everlasting twilight of the redwood forest! There they stand, these "very patriarchs of all growing things, towering upwards 200 and 300 feet, their massive trunks bigger in size than a dozen pines; up there on the crest of the Siskiyou, 5,000 feet above the level of the sea, on the dividing line between two states, their long morning shadows stretching out across Oregon soil, their evening shadows trailing across the gold-enriched ground of California."

But as one thinks of these patriarchal sequoias growing there silently and with mystic grandeur, amid the purple ranges of the Sierra Nevadas and the Siskiyou, one thinks also of the incessant buzzing of the saw-mills and the ruthless, wasteful slaughter of these monster trees. Think of the million upon millions of feet of valuable redwood—susceptible of taking on that rich, satiny finish so much prized for doors, panels and interior furnishing purposes—which were wasted in those early, extravagant days! Had it not been for the somewhat tardy intervention of Uncle Sam in creating extensive forest preserves in the redwood belt, and in placing his protecting hand over these priceless forests, the sequoia and the sugar pine—"the King and Queen of the forest," as some one has fittingly called them—would presently become a memory.

But we do not have to go to the Sierra Nevadas and the Siskiyou to find instructive examples of man's colossal wastefulness. In New England, here in what we call "the Middle West," and out on the Western prairies where the buffalo used to range, we may find evidences of foolish and insatiable extravagance. I have heard my father tell of the days when he used to cut down huge oak, gum, hickory, poplar and sugar trees, cut out the tops, cut up the trunks into twenty foot lengths, and roll them down into the hollows, afterwards to be burned. This in Kentucky—and within the memory of men now living! Why did intelligent men do this? In the first place because there was no immediate market for lumber; and in the second place, because those fertile hillsides were wanted for the growing of tobacco. As one considers the quotations on first grade poplar and choice quartered oak, thinks about the timber that used to be, and looks upon those selfsame hillsides, now bereft of soil, rocky, clayey

and practically non-productive, one is amazed at the folly and shortsightedness and wastefulness of the people of a former generation.

Buffaloes slaughtered for their hides—and sometimes merely for their horns—often, doubtless, for the mere "sport" of the thing—and their carcasses left to be preyed upon by carrion-eating birds! And this, too, within the memory of men now living.

Think of the wastefulness in the consumption of natural gas in the gas regions. It was fun to burn the huge flame at night! And why not? Didn't it issue so freely? Wasn't it inexhaustible? So thought the people; therefore let 'em burn! And burn they did—until nature's stored-up reservoir of gas has, in many sections, been appreciably reduced or completely exhausted. And now the people are beginning to wish they had some of the gas with which they once illuminated the skies at night.

Our Shortsightedness. America used to be one of the richest lands the sun shone upon—richest, in the variety and extent of her natural resources. But how foolishly and outrageously the American people have squandered their resources! Instead of developing the materials which were given to us so bountifully we have dissipated them. Our wastefulness, foolish extravagance and evident shortsightedness are truly monumental. We have been, perhaps, the most notorious spend-thrifts on the face of the earth. Through inexpert methods of tilling the soil we have, in many sections, practically exhausted the strength of the soil. We have annihilated our forests. We have slain our noble herds of buffaloes. We have burned gas for the sheer fun of the thing. We have played havoc with our natural resources under the impression that they would last forever.

And still this wasteful policy persists. We still gather with one hand and scatter abroad with the other. We talk about improving the waterways of the country and have our corps of engineering experts making surveys, gauging the waterflows of our navigable streams and reporting estimates and methods of improving the same. In the meantime lumbermen are working over time cutting out the timber at the headwaters and along the lesser tributaries to our great inland waterways. While we are engaged on the problem of improving the great rivers of America we are at the same time exhausting the forest preserves, upon the safeguarding of which our navigable streams depend absolutely. We are obviously trying to eat our pie and still have it. Navigable streams mean millions of dollars annually to the commerce of America. Navigable streams depend upon the preservation of our forests. But the lumber in the forests commands hundreds of thousands to-day; therefore, reason our political economists, we can well afford to sacrifice the millions of tomorrow for the hundreds of thousands of to-day. Therefore, most excellent woodman, spare neither the giant nor the six-inch sapling; for

what the lumberman can not use the pulp man will eagerly buy.

Why must we Americans dissipate our inheritance with profligate hand? Why this universal penchant for wasting? Why must we discard, neglect, burn up, abuse and scatter broadcast? Can we not learn wisdom from older nations? They have learned to conserve their natural resources. When they cut down one tree they plant another in its place. They have mastered the secret of rotating crops and perpetuating the strength of the soil. Well, we will have to learn this lesson sooner or later. But it is a pity we can not learn it sooner. It is not pleasant to contemplate the hardships which will fall upon a subsequent generation because of the extravagance and wastefulness of our present generation. They will be the chief sufferers. Just as to-day everybody who builds a house or buys a piece of furniture has to pay an excess tariff (due to the shortsightedness of our forefathers), so in future years our children and grandchildren will have to pay dearly for our wastefulness. But by and by the American people will learn—even if they do starve themselves to death in the learning.

Charles L. Garrison.

**And They Wondered!**

At a banquet held in a room, the walls of which were adorned with many beautiful paintings, a well-known college President was called upon to respond to a toast. In the course of his remarks, wishing to pay a compliment to the ladies present, and designating the paintings with one of his characteristic gestures, he said: "What need is there

of these painted beauties when we have so many with us at this table?"

**Sales Books SPECIAL OFFER FOR \$4.00**

We will send you complete, with Original Bill and Duplicate Copy, Printed, Perforated and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it pays for itself in forgotten charges. For descriptive circular, samples and special prices on large quantities, address The Oeder-Thomsen Co., 1942 Webster Ave., Chicago.

**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.



**WAYNO  
Ginger Ale**

Is becoming more popular every day with those who appreciate a really fine Ginger Ale.

You could not send a penny post card on a better errand than to us, asking about "Wayno."

**Wayno Mfg Co.  
Fort Wayne, Ind.**

**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.**

**Daniel Lynch Company**

Successor to  
**Daniel Lynch**

---

Extracts    Baking Powders    Spices  
Coffees    Teas    Bluing  
and  
**Soda Fountain Supplies**

---

**Grand Rapids    =    =    Michigan**

## DRY GOODS, FANCY GOODS AND NOTIONS



### SPECIAL SALES.

#### Some Things They Should Invariably Accomplish.

One would hardly think of getting up a special sale merely for the fun of the thing, and certainly it can not be called a joke, and so we may guess there must be some real mission which it does or should perform. A. E. Edgar, in his book on retail store advertising, says: "The object of a special sale is usually of a two-fold nature. First to make a noise; to attract attention; to draw more people to your store; to increase sales. Second, to close out lines that have been purchased at a particularly attractive price; to reduce the stock of some line that has been a slow seller or of which too many were purchased in as short a time as possible."

We are not in a critical mood, but it seems to us that Mr. Edgar's counting is a little unusual, for by his own admission there are considerably more than the two things which he announces as the object of a sale. There is one part of his remark that appears to us as vitally interesting—"to increase sales." This is the real truth of it all. Without sales there would be no use of special preparation or special prices. Unless you get your sales ideas into such form that they actually move goods they are as useless as the paper they are planned on.

Our experience teaches us that the majority of dealers utilize some sort of a special sale idea to move goods which have remained on their shelves after the close of the season. Now, the great difficulty with this plan is that when the time comes for you to hold your sale the season for such goods is quite well advanced, if not entirely over. It is not surprising that so many sales fail when it is noticed that much of the values they offer are much out of season. Many of these goods are carried over into another year, tying up considerable capital and wasting valuable shelf room.

A study of the situation convinces us that little sympathy should be given these concerted movements among retailers for holding off in reducing prices on seasonable goods until an agreed-upon date. Instead of being a state prison offense, as some seem to believe, it looks to us like a bit of cool-headed business judgment to see a man cut his seasonable oxfords and summer goods about July 5 or 10. Then he has a chance to sell some of them, but in many cases the delay of a week or two robs him of the best opportunity of the year to clean

up the tag ends of the stock. Our readers are well aware of our feeling concerning the value of retail organization, etc., but we think that this is one of the problems which should be left alone. It would be far better if all could agree to cut the prices early rather than agree to hold off until later in the season.

In order to stimulate interest in a new store a special sale is sometimes planned with a view to getting persons to come in and look around. One of the chief troubles with such sales as these is found in the fact that the specials usually give out before the demand is supplied. It is well to plan on a few extra calls rather than let the crowd go away disappointed and feel that they have been faked. In planning such an event as this be sure you make a bargain or two that is really worth while. A dry goods store recently sold canary birds at 50 cents apiece, another sold two-quart ice cream freezers for the same money. In the one case the window was filled with birds in cages and in the second one an attractive miss made ice cream, using one of the freezers in the show window.

Such attractions as these were very certain to draw a crowd of themselves, and the people just packed that store. It is true that they bought little else but the specially advertised goods, but in the long run the plan paid. There were hundreds of people came into the store who had never realized before what it looked like or where it was located. To the people who got the canary birds the dealer advertised a contest about six months after, in which he promised \$10 to the person who had obtained the best singer out of the lot. This added interest and made the event live long in the memories of the townspeople.

Several of our plans have suggested the use of post cards in announcing special sales, and we believe that any merchant who will take up the city or town telephone directory and make a selected list from it, will get results worth while. It may be reasoned that those persons who are telephone users should be able to patronize the local stores liberally if they could be reached, but it will take something more than ordinary methods to reach them.

Get hold of some new sort of an advertising stunt that has not been tried by every other dealer in your town. This sounds easy, but it is a fact that when it seems necessary for a retailer to get a new idea he lays down and balks rather than energize himself in the right direction. What

# Sweater Coats

## Are Good For Another Season

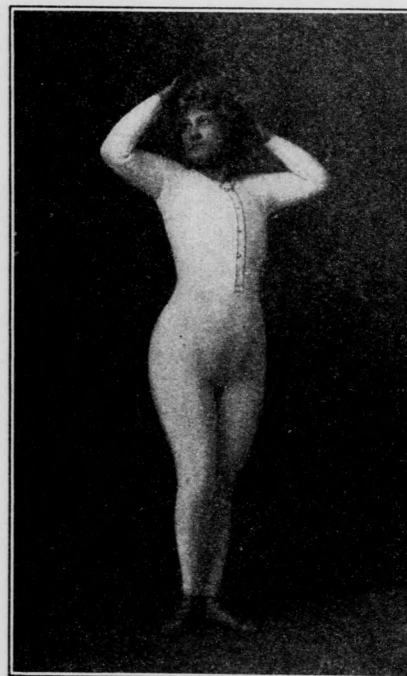
We are showing an excellent line of them. We also offer some good values in **Underwear, Facinators, Knit Skirts** and other items in the knit goods line. Give this department a trial.

## Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

N. B.—We close at 1 P. M. Saturdays



## Utica Vellastic Underwear

For which we have the exclusive agency for Western Michigan, is in a class by itself. The best line of underwear made at the price.

Ladies', Men's and Children's Union Suits, Waist Suits and two-piece Suits. Prices range from \$1.25 to \$9 per dozen.

Bunting and decorations for HOME COMING.

P. Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.



Ask for this Trade Mark



kind of a false modesty is it that prevents a live dealer from writing in to the editor of this or any other publication catering to retail topics. If you knew how pleased we were when we find a "live one" with interest enough in his on business to ask for ideas and suggestions, we would be flooded with enquiries. At this writing we have in our office three distinct plans under way for dealers who have written us of their problem.

We do not charge a cent for this except where we have to make cuts or go to other outside expense, and then we simply rebill the charge to us. The ideas, the suggestions, we send you are all free. We do not even feel hurt if you do not try them or do not like them—that is up to you. But sometimes we hit upon a real plan that helps and then we are as pleased as the dealer getting the idea. We extend an invitation right now to all who would like suggestions on any problem of their store to write us for the helps which we will gladly give.

Now, to get back to our subject, remember that every plan you make must be a step toward moving goods of some sort. Try and plan your sales primarily for moving the old goods, then plan them to create interest in your store or for increased sales or for anything else you choose. Don't imagine that the stock on your shelves is capital. Forget this and turn it into cash. It is not a good asset unless it is salable and it is not a profit maker until it is sold. Therefore, brother, hustle and sell all you can, that the assets may be in cash instead of goods and that the profits may be in cash instead of on paper.

**How To Use the Telephone.**

The telephone which hangs on your wall is not an ornament, but an instrument which you could scarcely do without. The ornament proposition applies just as much at your end of the line as it does at the other fellow's. When the bell rings make it a rule to get to the instrument just as quickly as the good Lord will let you and the man at the other end will thank you in thought if he does not in words. You know how exasperating it is to call up some one whom you know is at home and have to stand there and wait for several minutes while the party is making up his mind to respond to your call. You all know how nearly impossible it is to get one of the passenger stations to answer a telephone call and when they do answer it is in a tone of voice that implies that they are doing you a great favor by the service.

A man who is quick to answer his telephone can be put down as a good business man, and when a merchant or business man is slow to get to the instrument he will be slow to get other things, including money.—Commercial News.

**Sympathetic Admiration.**

Dinks—So you enjoyed the circus

Winks—Yes; I was particularly interested in the juggler. I'll bet that man could get any number of bundles from a street car to the train without dropping one of them.

**The First Passenger Train Run Into Newaygo.**

Written for the Tradesman.

The Grand Rapids, Newaygo & Lake Shore Railroad was opened for travel between Grand Rapids and Newaygo in the summer of 1875. It is now a part of the Traverse City branch of the Pere Marquette Railroad. The road was built by J. W. Converse, of Boston; D. P. Clay and others. Newaygo was a small but prosperous village. The manufacture of lumber was the principal industry. The village contained three small hotels and a number of mercantile houses. A coterie of politicians, E. L. Gray, George Luton, W. D. Fuller, E. O. Shaw, Daniel E. Soper and others, whose schemes to "serve the country" and to occupy all offices worth having uninterruptedly, gave Newaygo county a conspicuous place on the map. When Mr. Clay had prepared the railroad for operation he issued a general invitation to the citizens of Grand Rapids to take a free ride to Newaygo and look the place over. More than 1,000 responded. The little engine consumed about four hours in traversing the newly laid, imperfectly ballasted track of thirty-six miles with its human burden, and when finally the terminal was reached, although a heavy storm of rain was in progress, the crowd hurried to the hotels and consumed everything that was eatable in less than half an hour. Many, unable to obtain food at the hotels and restaurants, entered the stores and, without considering the question of prices or weights, purchased entire stocks of cheese, dried herring, crackers, canned goods, green fruits and other articles that would satisfy hunger, and it was not an uncommon sight to see daintily dressed ladies masticating an uncooked tomato or cucumber or a dried herring. The

food supply of the village was insufficient and many returned to Grand Rapids hungry several hours later. The rain fell during most of the time the visitors were in the place, but shortly before the hour stated for the departure of the train the clouds cleared away, when William D. Fuller, addressing the visitors from a balcony of one of the hotels, welcomed them to Newaygo and regretted that the citizens had not been informed of their coming; that no arrangements had been made for their entertainment for the reason stated. He invited the people to make another trip to Newaygo and learn how pleasantly the villagers could take care of strangers when given time to prepare for such an occasion.

The Newaygo silver cornet band tooted a few weak little notes and then the visitors took their departure. Arthur S. White.

It is when justice regains her vision that she is most blind.

**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.

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

**PROGRESSIVE DEALERS** foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

**HAND SAPOLIO**

**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.



### Are You Making Your Windows Render Full Service?

The first question a conservative man likes to have answered without his asking is, "What's the price?" If the price on displayed merchandise is satisfactory he is interested and may enter your store. If no price is given there is doubt and a possible sale is lost. The naming of price is highly important. If you do not state price your window displays are not rendering full service. If you display dollar underwear in your window without a dollar ticket the man whose price is limited to one dollar is apt not to enter, fearing the underwear costs more than the price he is willing to pay. We all more or less have our minds made up as to what we will spend for a certain item, and most men want to know before they enter a store what they will be taxed. Women will enter stores and ask questions—they will shop—they do not hesitate to say "no." If the price is but a few cents more than they wish to pay they say so. With men it is different. Most men do not possess the nerve to leave a store without having purchased, even although they do not get the specific article asked for. Therefore it is necessary to inform men, by signs of merchandise display, what goods you have on sale and what the prices are.

If a man wants a certain advertised article he likes to see some evidence that you have it. That is why it pays to constantly display the brilliant show cards which the manufacturers supply free. But if you have not room for a card of each of the advertised items you carry make one card ten inches wide and as long as necessary and list thereon all the advertised goods you handle. Place this card in your window, to be read by the men who stop to look at your general display.

You have often noticed in store windows signs which read: "Hier Wird Deutsch Gesprochen," "Ici on Parle Francais," "Se Habla Espanol." These signs are invitations to the foreigner to come in who otherwise might not enter, fearing that no one in the establishment will understand his language.

Into the stores where advertised goods are liberally displayed walk men fully familiar with the goods on sale. This knowledge of the goods on the part of consumers makes the selling of advertised goods absolutely easy. Men informed by magazine and newspaper advertisements ask few questions of salesmen—they call by name for the goods wanted,

knowing the price and buying with complete confidence.

Is the retail men's furnisher as much alive to the benefits to be derived from the public's knowledge of advertised goods as are the druggist and grocer? The druggist who does not carry in stock your favorite advertised shaving soap, or your special brand tooth powder, or any other of your toilet requisites which you are in the habit of calling for by advertised name, does not rank high in your estimation. Nor do you think much of the grocer who has not a proper assortment of the advertised bottled, canned or package table requirements.

The aggressive druggist and grocer liberally display and willingly sell advertised brands. Their best selling goods are the advertised goods. Their bright window displays consist of the advertised goods. The manufacturer's brilliant advertising signs are always conspicuously hung in their windows and stores.

Retail men's furnishers are gradually awaking to the great possibilities which lie in the liberal handling of advertised men's apparel. It is not unusual to see 50 foot fence boards engaged by retailers, on which are painted advertisements of widely known goods, under the head: "These advertised goods are sold by Bright & Right." And frequently you see in the windows of progressive retailers cards on which are listed all of the advertised goods which the store carries—a sort of bill of fare list. These bills of fare lists are splendid sales helps. A list of names of the advertised goods, clearly lettered, placed in your window, will act as a silent salesman. The man who stops to look at your display of shirts—if your bill of fare list is conspicuous—will read the list. And being familiar with the advertised goods from the magazine and newspaper advertisements, he has in his mind's eye a picture of the goods named on the list. He knows exactly what they are, therefore the goods themselves need not be displayed at all times. A list of ten, twenty or thirty advertised items is almost equivalent to a display of the ten, twenty or thirty items. It tells your story concisely precisely, quickly, at the very time a prospective customer is close to your door.

Too few retailers value their windows to the full extent; yet manufacturers in all lines frequently are willing to pay for window space for merchandise displays and demonstrations. The advertising manufacturer places a higher value on window space than do many retailers whose

windows cost them nothing above the rental of the store. Use your windows, use them right. Display your merchandise and do not overlook the important finishing touch, the window card, with information and price.

You know that goods displayed in your windows attract attention. You expect men to walk in if the goods shown are the kind they want. The reason for displaying goods in windows, the reason for placing some cards in windows is the reason for going as far as you can in this direction.

The best possible advertisement, and the one that costs the least for the amount of good it yields, is for the retailer of men's apparel to constantly advertise that he supplies well known advertised goods, for then he directs to himself the force of the manufacturer's advertising, and benefits by the manufacturer's publicity investments. Russell A. Lewis.

### Some Dont's For Store Windows.

Don't wait until Saturday to wash your windows.

Don't let your window displays get dusty and stale.

Don't forget that dirty windows shut out trade as well as light.

Don't put in freak displays that have no connection with your business.

Don't neglect to have neat, attractive show cards.

Don't fear people will think you haven't the stock just because it is not all in the window.

Don't have one of your clerks in front of your store washing windows or sweeping the walk after business has started.

Don't show many different kinds of goods at once.

Don't spoil your window display by hanging up show bills or other advertising not concerned with your business.

Don't fail to "hook up" your window displays with your advertising. They should pull together.

### For Window Cards.

We couldn't do better and neither can you.

Our selling prices indicate our buying power.

Buying right is getting your money's worth.

Come often and always feel safe at our shop.

The art of making good coffee is in—coffee.

It is worth your attention because it is worth the price.

Prunes are healthful and ought to be eaten daily.

If you want the newest you'll always find it here.

One price to all—and that the lowest possible price.

If we don't please you we want to know about it.

A pleasing tea at a price that's within the reach of all.—Southern Merchant.

A man feels the need of a good character most after he has lost one.

Man is the martyr of his own aspirations.

### Development of the Banana Industry.

More numerous than cod that are shipped in countless thousands from Newfoundland and the Banks of Labrador, greater in individual numbers than the oranges from Riverside, are the bananas shipped each year—each week, to be exact—from the famous banana towns of Central America.

Panama in particular is coming to be one of the world's great banana sources. Mighty ships of the United Fruit Company, which has a practical monopoly of the fruit trade on the Isthmus, go down to towns such as Bocas del Toro and take the fruit directly from the trains, bringing it in from the up-river plantations which the company owns.

Many can recall the time when bananas were a dime apiece, or three for a quarter, and were looked upon as a delicacy indeed. Some one claims to know the man whose father sold the first banana in Chicago, so recent is this fruit export business.

The varieties of the banana cultivated in the tropics are as numerous as the varieties of apples in the temperate regions, and the best authorities agree that no specific difference exists between it and the plantain. In many of the Pacific islands the fruit is the staple on which the natives depend. In its immature condition it contains much starch, which on ripening changes into sugar. From the unripe fruit, dried in the sun, a useful and nutritious flour is prepared, while it is now also prepared and used as a coffee substitute.

The banana industry has come to assume tremendous proportions and gives work to thousands that otherwise would remain unemployed in the tropics.

### New Danger from Insect World.

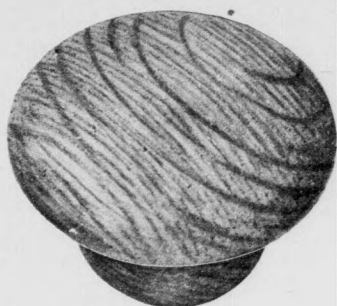
One of these days we are likely to become fearful of everything in the small insect and about the brilliant street world which takes to wing and buzzes around our ears, lights of the town and country.

Only a few months ago the medical profession in the United States was trying to discover in Indian corn and its products the source of pellagra, which in a few cases had been discovered here and which long has been a source of death in the southeastern portion of Europe, in Egypt and the West Indies. At the first, search was made in the pure corn products. Later the thought that damaged Indian corn might be the source of the disease led to fruitless efforts in charging it to the grain in any condition.

Now Dr. L. W. Sanborn, of England, returning from a pellagra investigation in Italy, says that pellagra comes from a parasite that is bred by a kind of sand fly, making its home in the rocks and sands of rivers where pellagra is common among the inhabitants. Among the first symptoms of the disease is a sunburn effect, showing on the face, chest and arms of the victim. A skin rash follows, catarrh of the stomach and intestines, feverishness and lassitude afflict the patient and as this recurs each spring and fall, the victim has little hope of recovery. Lunacy and death may be the end.



MAPLE



OAK



CIRCASSIAN WALNUT



MAHOGANY

**T**HE 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



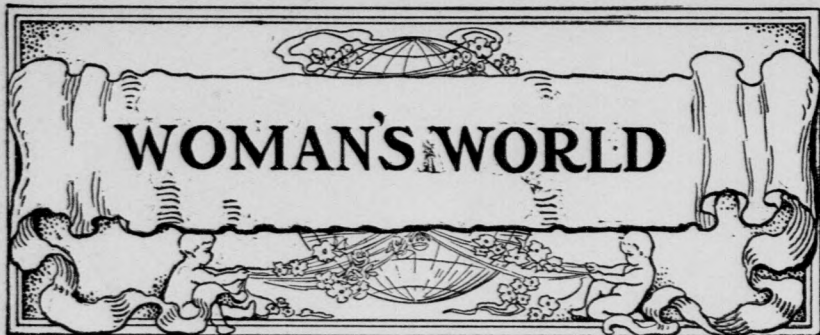
Illustration for all Purposes



*Booklets and Catalogues*

---

Tradesman Company, Grand Rapids, Mich.



### Devotion of Women To Their Husbands in Adversity.

Written for the Tradesman.

Literature abounds in beautiful and striking examples of the devotion of women; yet it is doubtful whether any pen ever has portrayed, or ever can quite adequately portray, the utter self-renunciation of which a woman is capable or can tell in full measure the wealth of sacrifice she is ready to lay at the feet of the man she loves.

One sees many touching illustrations among commonplace people. I recall an instance where the husband, a poor miserable excuse of a man, by some dishonesty in his dealings had involved himself in a predicament which allowed those whom he had defrauded to keep him in jail for a time by paying his board. In desperation they did this. During his enforced absence his wife, a tiny, frail little thing, milked the cows, took care of the horses and even worked at the haying and in the harvest field. I saw her at the depot the morning he came home and I well remember the eagerness with which she awaited his arrival. The train stopped for the engine to take water before pulling up to the station and she rushed down the track and climbed the steps to the platform where he was standing. I did not see their meeting—I confess not from any delicacy on my part, but because the coach in front of theirs cut off my view—but I am sure no hero returning crowned with well-won honors ever had a heartier welcome, nor one freer from any suggestion of reproach.

Another case, also taken from life: A long time ago a pair of lovers—young idiots the worldly-wise surely would have called them—eloped and were married. He was not a bad sort of fellow, but was very poor and lacked the push and ability to better his condition. Finally, they settled down to homesteading on a piece of swampy, almost worthless land, remote from village or neighbor. As the weary years dragged along isolation, hardship, penury and want were this woman's portion. After a time the unfortunate man fell ill with a combination of ailments, principal among which was a very large and loathsome abscess in his side, which made his care a most disagreeable and even revolting task. Faithfully she nursed him, not leaving his bedside for weeks. Their circumstances became so straitened that they had to take public aid. One day she was obliged to go to the nearest town for some supplies. Her husband was in no danger of immediate death, indeed

he is living yet, and it might seem that she would have been glad of even so much respite as the little trip afforded her. Instead, she was so anxious to get back to her patient that she would hardly take time to "trade out" the store order furnished her by the Supervisor.

These cases are not extreme: Instances far more pathetic easily could be cited; but they show the stuff of which women are made when you get down to the fundamental constitution of their being. When she marries a woman vows to take her husband "for better for worse, for richer for poorer, in sickness and in health." In actual experience, if she is true to her womanly nature, she is far more likely to fail him in prosperity than in adversity. Indeed, if his "poorer" is sufficiently poverty stricken, if his "worse" is as bad as it can be, if his "sickness" is near enough unto death, then there is no danger that she will fail him at all. When the appeal goes to the depths of her nature the eternal woman is eternally heroic. She has self-abnegation to burn, as it were. Where she falls short is in the long level stretches of life when there is nothing in particular to rouse her. What is wanted is a kind of heroism that will stand, not so much a big draft in an emergency as a hundred little drafts during every waking hour.

Will a good wife care for her husband through a long siege of typhoid fever? Certainly she will; it is idle to ask such a question. But will she see to it that in his ordinary state of health, which is none too good, he shall have his meals of wholesome food, properly cooked and served at regular hours, so that his dyspepsia shall not become troublesome? Will she?

Will a devoted wife go to the Klondike to live if her husband's business calls him there? She will, or to the jungles of Africa or to the North Pole or into the inside of the earth or to the planet Mars or to any other outlandish and uninhabitable place that he takes it into his head is the proper spot on which to erect their Lares and Penates. She will go anywhere, if it is far enough and involves sufficient extremity of hardship.

But will she make a pleasant home for him and put up with his little peculiarities and mend his socks and sew on his buttons and cook the steak to suit him while living in a comfortable house in Jackson or in Grand Rapids or in South Bend? Well, that depends. If she is an unusually sensible woman she may.

A genuine woman will work her

fingers to the bone, will live on bread and water, or beg or even starve for the man she loves, and do it unflinchingly. But will she wrestle cheerfully with the Increased-Cost-of-Living problem when her husband has a moderate but well-assured salary? Will she refrain from throwing it up to him that her sister's husband's pay check is twice as large as his or that her old admirer whom she refused in order to accept him is well on the way towards becoming a millionaire?

She would shed her last drop of blood in his behalf, but will she put the curb on her tongue and her temper necessary to get along smoothly with his mother?

A very pretty little girl of my acquaintance had so strong a will of her own that sometimes it was found necessary to use stern measures of discipline. One day, after some act of flagrant disobedience, her mother said to her: "Dorothy, you may take your choice: I will give you a whipping or you may not play with Clifton for a week." Clifton was a neighbor boy, a youthful but ardent admirer of Dorothy's beauty. "I'll take the whipping," came the prompt response. And yet by her petty tyrannies and willful exactions this small maiden gave poor Clifton many a miserable hour.

That is the woman of it—to take any sort of a "lickin'," to endure any amount of poignant suffering with intrepid fortitude; but when it comes to bearing the trifling annoyances of every day with patience and equanimity; to maintaining a pleasant serenity under trying circumstances; to refraining from complaint and nagging and, as the vulgar say, "jawing," when things go wrong—these lesser virtues are, strange to say, of surpassing rareness and, seemingly, most difficult of attainment.

Dear madam, you who have a daughter whom you are trying to train into perfect womanly ways, strive to strengthen her so that she may meet bravely and without murmuring the thousand and one small disappointments and distresses which form so great a part of the very warp and woof of life. Teach her to walk on the level ground. This will complete your duty; for you need give yourself no uneasiness that she will not of her own involuntary promptings be able to tread with firm and steady step the dizzy heights of heroism to which Fate will ever call her. Quillo.

#### The Origin of the Kiss.

Concerning the kiss and its origin, opinions differ. Some wise men declare that the kissing habit is one of the remains of cannibalism, and that its beginning was nothing more than the carnivorous impulse to bite. When primitive man gave a kiss, he expressed an affection equal to his love for his foods. The kiss meant, "I love you well enough to eat you."

It is certain that kissing was one of the most ancient customs. It was current among the ancient Jews and is well known among all Orientals. Nor is it to disappear. Exalted by the dying act of more than one his-

torical hero, sung by all the poets, from Solomon onward, the kiss is here to stay. The world could not do without it.

#### She Wanted To Watch Him.

"And will you have gas, madam?" enquired the dentist, as a stout, elderly woman entered his office.

"Well," she replied with a doubtful glance at the doctor, "you don't suppose I'm going to let you tinker about me in the dark, do you?"

**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.



### Value of Good Displays and Price Tickets.

During the summer months a large number of butchers complain that their business falls off in volume. "The people don't eat as much meat," say the butchers, "hence the butcher business is not so profitable at this season of the year." During this period canned meats and package food of all kinds are in great demand and butchers who have a canned goods department, if it is handled properly, suffer no loss in the volume of their business. Too many of them, however, lose sight of the importance of window display, interior arrangement, etc. The people are susceptible to suggestion. See to it then that your market is full of suggestions. The value of this is well illustrated by an article recently written by an authority on this subject. He calls attention to the crowds which are attracted to the 5 and 10 cent store. The butcher can imitate the methods used there and results will show it to be worth while. In discussing the matter the writer referred to above says:

"All men whose opinion counts agree that a good display is supremely important in a retail store, because it helps to turn the stock oftener and to push sales of the goods one wants to sell. Yet the principles of good display are just beginning to be understood.

"Many merchants still think that good display is impossible without high priced fixtures, whereas some of the best selling displays in this country are in stores whose fittings are inexpensive. The essentials of good display are in reach of every storekeeper who is willing to do a little plain hard work with his head and his hands. Two factors in display that are neglected in ninety-nine stores out of a hundred, including some of the most expensively fitted stores in America, are these:

"1. Every article in sight so the most casual shopper may see it.

"2. Every article marked with its price in plain figures.

"Probably in no store will every article be in sight or price-ticketed, but certainly a merchant should aim to cover everything and make exceptions only for urgent cause.

"The average general, dry goods, department or hardware store uses very few price tickets and the bulk of its goods are hidden in boxes or out of sight behind the counter. In such stores people naturally buy only the goods they came in with their minds made up to buy.

"There is only one type of store which habitually observes these plain principles of good display. That is, the variety stores of the better sort, including the syndicate 5 and 10 cent stores.

"Such stores can give lessons in the art of display to tradesmen in every other line—not excluding the big department stores whose fixtures cost more than the entire stock of the average variety man.

"Merchants in other lines wonder why the 5 and 10 cent store gets the crowd and why people who come to look remain to buy.

"The reason is not mysterious. It may be seen by any man who will go into such a store with his eyes and his mind open.

"Begin with the window. Observe that no special effort is made to secure an artistic effect. But every article is in sight and the prices are made so plain that he who looks must read.

"Go inside. Note how few the show cases are—just one each for candy and jewelry and perhaps one or two others for goods that might easily be damaged. Nothing to prevent the eye seeing everything from the top to the bottom of the shelving.

"With the fewest possible exceptions goods have all been taken out of the boxes and put on the shelf or table in plain sight.

"First thing in sight is a sign reading, 'Nothing over 10c.' On all sides are notices, 'Everything on this counter 10c.' But in addition note that each tray or bunch of goods or articles is marked with its own price ticket.

"Follow the women shoppers about. They may come to buy just one thing, or may have been pulled in by some thumping leader in the window.

"But having made that one purchase, they linger. They walk down one side of the store and up the other, scanning goods on the shelves, counters and tables. Instead of one item, they buy two or six or ten.

"The merchandise is displayed in a manner to make it interesting, and when an article has once gotten the attention of the shopper, the sale follows because the price ticket tells her the cost. If she had had to ask some clerk the price she probably would not have stopped.

"One does not see in other shops the sort of interested looking that goes on every minute of every day in a 5 and 10 cent store, and it is worth the while of any merchant to study out the reason for it.

"We take for granted we are talking to men who understand that good display begins with cleanliness and order. Without these effort is wasted. Dirt and disorder are death to store front run down, neglects the windows, permits dirt to linger, jumbles goods together as though he were running a junk shop, must first of all learn the A B C of good housekeeping.

"No store uses enough price tickets until every article within its doors tells its price to the looker.

"We observe that in a very real sense the use or non-use of price tickets is the distinguishing mark between the coming and the going merchant.

"Not that price tickets alone can bring back youth to a decrepit store, but when a man begins to use price tickets he naturally does the other things that make for good merchandising.

"Price tickets sell goods—they sell goods—they sell goods.

"An article without a price ticket will win attention only from the person who is in urgent need of that particular thing at that particular

time. With a price ticket it will get attention from ten times as many people.

"Price tickets make selling easy. Often all the clerk need do is wrap the article up and make change. With goods price-ticketed clerks show larger daily sales, which means smaller ratio of selling expense.

"The mental attitude of the buyer is always defensive. No matter how tempting an article looks, if its price is not marked, desire is seldom strong enough to overcome the mental inertia. Price tickets make the law of suggestion work for, not against you."—Butchers' Advocate.

### Quite Too Enthusiastic.

Wife—What do you think of the new girl, John?

Husband—Was that her that just let me in?

Wife—Yes.

Husband—Well, she's just a daisy.

Wife (icily)—Think so?

Husband (enthusiastically)—Think so! Why, she has a complexion like a moss rose and eyes like—like—I don't know what. And her teeth are splendid, too.

Next day when John went home to dinner he was let in by a girl with a complexion like polished ebony, eyes as large as saucers and teeth like two rows of piano keys.

Life yields much joy to the one who finds himself of some small use to his friends.

The noblest duty is the nearest one.

### The Real Meat Profits.

The meat-cutting demonstration at the meeting of the Philadelphia Retail Grocers' Association last week was more than an interesting function to attract members—it was a complete refutation of the charge that retailers are making exorbitant profits on meat.

One of the two grocers who cut up a round of beef showed a gross profit of \$4.20 on the investment of \$18.20, and the other showed \$4.85. This is respectively 23½ and about 26½ per cent., from which, be it remembered, must be deducted the cost of doing business before the net profit is found. If the cost of doing business averages 17 per cent. as most authorities claim, the dealer has made 6 1-13 to 9½ per cent. net on his investment.

And some members even deny that he made that much, for at the test there were members, including one of the judges, who contended that sold over the counter the various beef cuts would not have brought the prices appraised on them. One member said that so sold the gross profit would have been only \$1.51, or about 8½ per cent.—not enough by nearly 9 per cent. to pay the cost of doing business!

The lamb yielded 98 cents gross on a cost of \$4.58—about 21½ per cent., or 4½ per cent. net.

What a bitter injustice to hold this up before the country as the chief factors in the high cost of meats!—Grocery World.

## 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.



### THE LOCAL JOBBER.

#### Are You Profiting By Your Nearness To Him?

Are you prejudiced against doing business with your local jobber or are you just overlooking him? Does "distance lend enchantment" and thus prefer to deal with manufacturers, wholesalers or commission merchants at some far-off point? Is it because you are doing a larger business than the jobber, and don't want to be fed by a man whose business is smaller than yours? Or, do you imagine the goods are not as good as you get from the far-off man, whom you seldom see?

In some instances these questions may be answered with good reasons in your favor; but in so far as they concern advertised, trade-marked, uniformly boxed standard quality goods at advertised fixed prices—no good reason exists for not buying from a local jobber. You know that advertised goods are the same no matter from whom you buy—no variation in quality, the price is fixed—and you know the price. And the small jobber's price is the same as the big jobber's price.

In securing your supplies from a nearby jobber you need buy only enough at a time to satisfy current demands. Instead of a gross you buy two or three dozens. Your shelves are kept clear of reserve stock and can be used for other goods, which are now crowded out because you carry more stock of certain items than you need for immediate selling. When you buy small quantities at a time your bills are smaller, and perhaps you will be more apt to take all the discounts allowed on short time payments.

The nearer the jobber to you the fewer of advertised goods need you buy at one time, since you can fill in quickly when again in need. When buying from a distant point you buy more than your immediate needs, paying for reserve stock long before you sell it. You try to figure out what your near-future needs will be and place good sized orders, to keep as low as possible the carriage cost per dozen.

Jobbers buy in large lots. They anticipate their needs to enable them to fill orders with little delay and have the goods come by freight. Thus the pro rata percentage of transportation to the jobber is much lower than the retailer pays on small lots, for his filling-in needs frequently come by express.

Why not let the local jobber pay your transportation charge?

If there is a jobber in your city you can get from him whatever advertised goods you need, without a freight or express charge added to the price. Texas retailers will find it more convenient and actually save money in buying advertised goods from the Texas jobbers instead of

sending to Chicago or St. Louis. If to the retailer in Indiana the express charge from an Indiana jobber is lower than from Chicago—it is to his interest to buy advertised goods from the Indiana jobber. And this applies to retailers in every state of the Union. Although you order other merchandise from a distant jobber, it is advisable to buy all your advertised goods from the jobber nearest to you. When in need of a few dozen advertised suspenders or garters, or sizes of advertised socks or underwear, it is to your advantage to have some certain jobber near you ready to help you fill in quickly. Do you dislike paying a jobber's profit?

The jobber's profit on advertised goods represents the saving which manufacturers make by distributing through jobbers.

If all manufacturers of advertised goods were to sell to retailers direct and not through jobbers, the retailers would not enjoy a lower price than they now pay to jobbers. What the manufacturer allows the jobber would be eaten up by the army of salesmen required to call on all the retailers of men's apparel in the United States. Where now the manufacturer has perhaps six salesmen calling on jobbers and taking orders for quantities and does business with two, three or six hundred jobbers—he would have to do business with many thousands of retailers, and the salesmen's selling cost would be higher. The selling of small amounts to retailers would mean an increased book-keeping force and a larger shipping department, for in place of fifty cases a day to jobbers, the same quantity of merchandise if shipped to retailers would call for the making of hundreds of packages.

To you it would mean doing business at a long distance disadvantage—buying from a large number of manufacturers all located in different parts of the country.

Everything favors buying your advertised goods from a local jobber. You should encourage him to carry the advertised goods for you. Let him know what advertised goods you carry and tell him you are willing to hand him all your orders for advertised goods. When he learns that he can count on your orders, he will take good care of you. His stock will be your reserve stock.

Do you say the local jobber unwillingly supplies the advertised goods? Think a bit. Perhaps he is unwilling because your season's large order for advertised goods goes to some big jobber elsewhere, while you call on him only now and then for a few dozens to fill in. Knowing that you place your big orders elsewhere, your local jobber doesn't care to handle your small orders. Give him your big orders for advertised goods, and you will find him very willing to carry a stock for you and ever ready to give your daily or twice a week order prompt attention. Treat your local jobber fairly.

No retailer likes to learn of his customers going to some other city for shirts, underwear, socks, or other goods. He feels that the townspeople should support the home stores.

So, too, should retailers support the local jobbers—especially since the local jobbers can serve the advertised goods as satisfactorily as the far-off jobber.

Now and then a jobber will offer certain advertised goods at a cut price, with a view to "getting in." Any jobber who cuts price on advertised goods does what he has agreed not to do. And while he cuts his profit on one item, he works to get his average profit in another way, and generally evens up on unadvertised goods. If you buy only the advertised goods at cut prices the cut price jobber will soon quit calling on you.

Reputable jobbers never cut the price on advertised goods. Such jobbers hold the respect and confidence of their customers. You can never be certain that the cut-price jobber is giving you the lowest price he will sell for. He cuts the price only as much as he thinks will satisfy you. A shrewder and sharper retailer may get a still better price. Confidence can not exist between two parties to any such transaction. It is the same with retailer and consumer. The retailer who continually conducts special sales, always claiming to sell goods below cost, does not attract reasoning, dependable folk, nor does he hold trade.

Henry Harris.

#### Temperatures Under Your Lid.

If you affect correct afternoon dress these warm summer Sunday afternoons, don't bother about reading a thermometer—take the lid off your silk tile. A French physician and scientist who long has wondered at the warmth of his head under a hot sun, has taken temperatures inside the glossy black tile which so long has been worn by humanity. He discovers that when an outside thermometer registers 90 degrees in the shade, the air content inside the hat is at 108 degrees; at only 68 degrees outside, the silk hat bore registers 88 degrees. From this wide difference of temperature he has reasoned that headaches and various forms of nervous disorders may attack the wearer.

#### Where To Shoot Him.

Outside the shop of Moses & Son a coat was displayed upon a dummy figure. Ragged Robert, happening that way, espied the coat, and as it took his fancy rather, he exchanged it for his own and rapidly made off.

Moses saw the thief running away and at once set up a hullabulloo. Calling to his son to bring "ze gun," he dashed off after the thief.

The son brought out the gun and followed his father.

When within twenty yards of the thief Moses shouted to his son to shoot. The son got ready to do so, when—

"Ikey!" roared Moses, "mind ze coat! Be zure you vos shoot him in ze trousers!"

No man can walk straight to glory while he is looking askance at his fellows.

They who strike out new paths must expect to be accused of wandering.

#### It Is Service That Builds a Business.

The vital force in business life is the desire to serve. Business, it is well said, is the science of service. He profits most who serves best.

Service in business must be everywhere; the desire and act of giving the customer just what he requires, to pack it securely, to ship it promptly, to invoice it correctly and to collect for it in a courteous manner are only part of the science of service.

Service in business also calls for the willingness to accommodate; an active effort to do all reasonable things for one another and for the customer. It is a full appreciation that little details attended to grow into big results. You can not count the profits on every transaction, but if you work with the guiding idea of service in mind, you win.

Service means to be tactful; to do things graciously and do them well. It is part of the science of service to do business in a way that will leave the cleanest, clearest impression of the ability to serve, so that the customer will want to purchase again and again.

Every business, every individual, is open to criticism for the unnecessary curtness, the momentary laziness, the lack of cheerfulness in the doing of some things every day—and each act of this nature interferes with the perfecting of uniform service.

Service and efficiency will be interpreted more broadly, will be more comprehensive every year and we must co-operate to hold our relative position in the business world.

Think of the business world of the near future as a result of the growing appreciation of the science of service, the appreciation of the science of service, the appreciation of the worker of his opportunities for self-improvement and the consequent development of business institutions and individual efficiency!

The prospect is a pleasant one, and, as we live but a little while, let us live sanely, work intelligently, prepare ourselves and build the business so that we can appreciate and be a worthy part of the business world of the morrow.

Geo. H. Eberhard.

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

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

Made in Chicago by

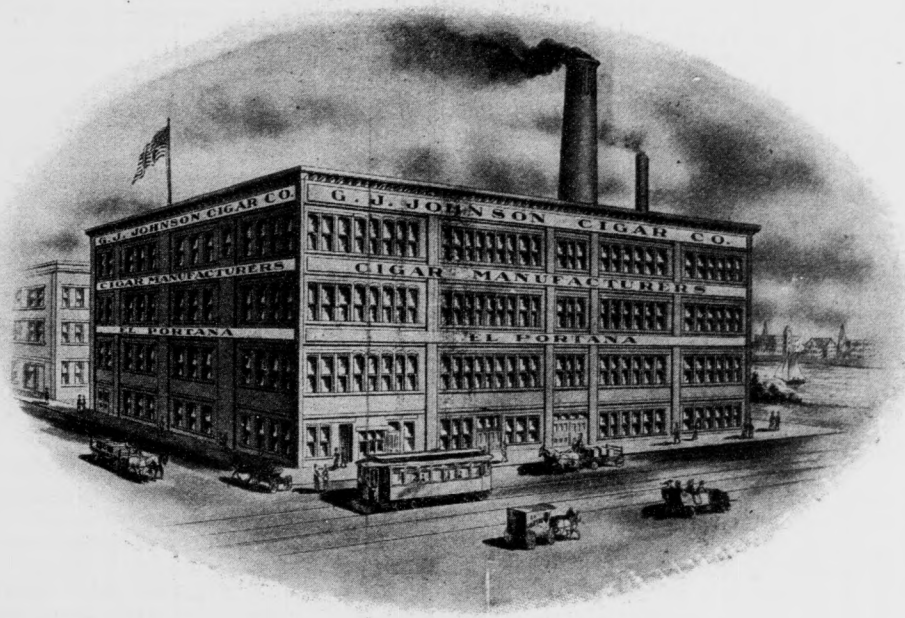
**BECKER, MAYER & CO.**

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

# EL PORTANA 5c CIGAR



“In a  
Class by  
Itself”



Manufactured  
Under  
Sanitary  
Conditions

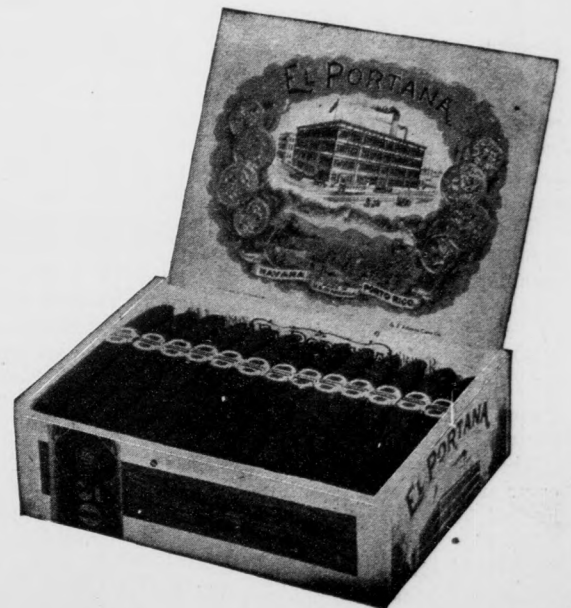
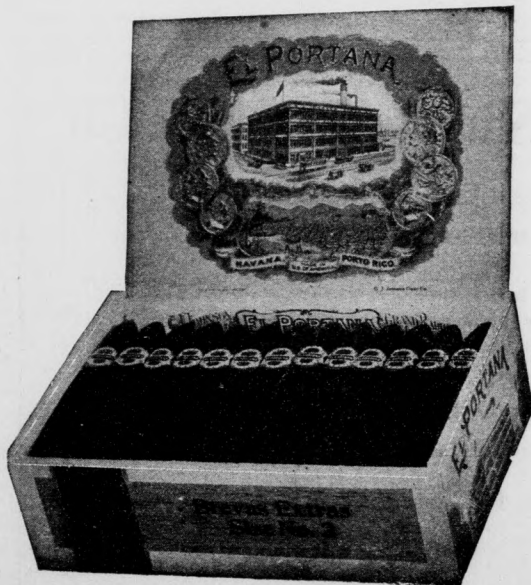
Made in

## Five Sizes

### G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



## THE NEW AWAKENING

### In Every Domain of Human Thought and Endeavor.

The civilized world is now experiencing a great mental and spiritual awakening.

It is an awakening similar to that of Greece in the time of Pericles of Rome in the time of Augustus; of Italy in the time of Michael Angelo—say, in the year 1492, when Columbus set sail and the invention of printing gave learning to the people.

We are living in the greatest time the world has ever seen—a time that will live in history as the Great American Renaissance. Some will call it "The Age of Edison."

Beginning with a shower of inventions and discoveries, this awakening has extended to every domain of human thought and endeavor. The vast changes, for example, in the matter of transportation only symbol the changes that have occurred in our ideals of right and wrong.

Within thirty years' time we have evolved:

- A new science of education.
- A new science of theology.
- A new science of medicine.
- A new science of penology.
- A new science of business.

Emerson defines commerce as the taking of things from where they are plentiful to where they are needed.

Business is that field of endeavor which undertakes to supply to humanity the materials that life demands.

The clergy are our spiritual advisers, preparing us for a good place in another world. The lawyers advise us on legal themes—showing us how to obey the law, or else evade it, and they protect us from lawyers. The doctors look after us when disease-belief attacks our bodies.

And until about the year 1876 we called theology, law and medicine "The three learned professions." If we use the phrase now, it is only in a Pickwickian sense—for we realize that there are now fifty-seven varieties of learned men.

The greatest and most important of all the professions is that of commerce or business. Medicine and law have their specialties—a dozen each—but business has ten thousand specialties or divisions.

So important do we now recognize business, or this ministering to the material wants of humanity, that theology has shifted its ground, and within a few years has declared that to eat rightly, dress rightly and work rightly are the fittest preparation for a life to come.

The best lawyers now are business men, and their work is to keep the commercial craft in a safe channel, where it will not split on the rocks of litigation nor founder in the shallows of misunderstanding. Every lawyer will tell you this, "To make money you must satisfy your customers."

The greatest change in business came with the one-price system. This has all been brought about since the Civil War.

The old idea was for the seller to get as much as he possibly could for

everything he sold. Short weight, short count and inferiority in quality were considered quite proper and right, and when you bought a dressed turkey from a farmer, if you did not discover the stone inside the turkey when you weighed it and paid for it, there was no redress. The laugh was on you. And moreover a legal maxim—caveat emptor—"let the buyer beware," made cheating legally safe.

Dealers in clothing guaranteed neither fit nor quality and anything you paid for, once wrapped up and in your hands, was yours beyond recall—"Let the buyer beware!"

A few hundred years ago business was transacted mostly through fairs, ships and by peddlers. Your merchant of that time was a peripatetic rogue who reduced prevarication to a system. The booth gradually evolved into a store, with the methods and customs of the irresponsible keeper intact, the men cheated their neighbors and chuckled in glee until their neighbors cheated them, which of course they did. Then they cursed each other, began again and did it all over. John Quincy Adams tells of a certain deacon who kept a store near Boston, who always added in the year 1775, at top of column, as seventeen dollars and seventy-five cents.

The amount of misery, grief, disappointment, shame, distress, woe, suspicion and hate caused by a system which wrapped up one thing when the buyer expected another, and took advantage of his innocence and ignorance as to quality and value, can not be computed in figures. Suffice it to say that duplicity in trade has had to go. The self-preservation of the race demanded honesty, square dealing, one price to all.

The change came only after a struggle, and we are not quite sure of the one price yet.

But we have gotten thus far, that the man who cheats in trade is tabooed. Honesty as a business asset is fully recognized. If you would succeed in business you can not afford to sell a man something he does not want; neither can you afford to disappoint him in quality any more than in count. Other things being equal, the merchant who has the most friends will make the most money. Our enemies will not deal with us.

To make a sale and acquire an enemy is poor policy. To a peddler or a man who has a booth at a bazaar or fair, it was "get your money now or never." Buyer and seller were at war. One transaction and they never met again. The air was full of hate and suspicion and the savage propensity of physical destruction was refined to a point where hypocrisy and untruth took the place of violence. The buyer was as bad as the seller—if he could buy below cost he boasted of it. To catch a merchant who had to have money was glorious—we smote him hip and thigh! Later we discovered that, being strangers, he took us in.

The one-price system has come as a necessity, since it reduces the frictions of life and protects the child or simple person in the selection of

things needed, just the same as if the buyer were an expert in values and a person who could strike back if imposed upon. Safety, peace and decency demanded the one-price system. And so we have it—with possibly a discount to the clergy, to school teachers and relatives as close as second cousins. But when we reach the point where we see that all men are brothers, we will have absolute honesty and one price to all. And so behold we find the Government making favoritism in trade a crime and enforcing the one-price system by law. And just remember this, law as the crystallization of public opinion, and no law not backed up by the will of the people can be enforced. As we grow better we have better laws. In Kansas City three men were fined forty thousand dollars each for cutting prices. They were railroad men, and railroads have only one thing to sell, and that is transportation. To cut the price on it and sell to some at a less figure than to others is now considered not only immoral, but actually criminal. The world moves.

And this change in the methods of business and in our mental attitude towards trade have all grown out of a dimly perceived but deeply felt belief in the brotherhood of man, of the solidarity of the race.

Also in the further belief that life in all of its manifestations is divine.

Therefore he who ministers to the happiness and well-being of the life of another is a priest, and is doing God's work.

Men must eat, they must be clothed, they must be housed.

It is quite as necessary that you should eat good food as that you should read good books, hear good music, hear good sermons or look upon beautiful pictures.

The necessary is the sacred. There are no menial tasks. "He that is greatest among you shall be your servant." The physical reacts on the spiritual and the spiritual on the physical, and rightly understood are one and the same thing. We live in a world of spirit, and our bodies are the physical manifestation of a spiritual thing, which for lack of a better word we call "God."

We change men by changing their environment. Commerce changes the environment and gives us a better society. To supply good water, better sanitary appliances, better heating apparatus, better food, served in a more dainty way—these are all tasks worthy of the highest intelli-

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



### Prompt Deliveries on Show Cases

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

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

### GRAND RAPIDS SHOW CASE CO.

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

## 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.



gence and development that can be brought to bear upon them, and every Christian preacher in the world to-day so recognizes, believes and preaches.

We have ceased to separate the secular from the sacred. That is sacred which serves.

Once a business man was a person who not only thrived by taking advantage of the necessities of the people, but who banked on their ignorance of values. But all wise men now know that the way to help yourself is to help humanity.

We benefit ourselves only as we benefit others. And the recognition of these truths is what has to-day placed the business man at the head of the learned professions—he ministers to the necessities of humanity.

**Toting Too Heavy Blankets.**

John Muir, that freedom loving genius of California, once met E. H. Harriman and said, "I am richer than you are." "I know what you mean," answered the railroad king, "but I won't admit it. Don't you think wealth is a good thing for a man?"

"Not great wealth, no," was the quick reply. "You rich men renounce too much. Besides you tote too heavy a pair of blankets. I would rather lie down by an old spring up in the Sierras than to own the Waldorf-Astoria, that is, if I had to live in it."

Both men were right. Harriman loafing over the hills and mountains, delving into caverns, studying flowers and glaciers, trees and torrents, writing natural history, living on bread and tea for weeks, sleeping on the ground under the open sky without a blanket, would have felt himself in an inferno.

Muir with the cares of great railroad systems upon his shoulders, rushing across the country, dominating directors, fighting politicians would die in a week.

John Muir, John Burroughs, Henry David Thoreau, Walt Whitman, Robert Louis Stevenson, Ralph Waldo Emerson—all these men expressed or express themselves in their own way.

Through them flowed the divine current, the creative urge. Their lives stand out as successful because they became masters in their departments. Some of them may have little money. But one may lack much money and still stand out as a master servant.

Emerson built railroads into the realm of mind; Harriman and Hill built their roads upon a world of matter. And no one knows what Emerson's "Self-Reliance" may not have done to prepare men to build those roads of steel.

All these men are flowers that flourished in the soil of humanity. In each are found the chemicals of the soil from which he sprung and in which he grew.

All are or were natural men. There is nothing super-natural.

There is a divinity that shapes our ends. We are part of it. We are all creators and destroyers and the Law of the Survival of the Fittest is a just and beneficent law.

Our task is to make the fittest the best,

**The Theory of Manufacturing Personal Power.**

In one of my recent rapid-fire talks I tried to drive home to my hearers this truth: That every individual is a manufacturer. It matters not at all what one's position may be, one is always a manufacturer and seller of service.

One's success depends upon one's ability to manufacture quality service and sell that service at a profit to both buyer and seller as well as to society as a whole.

Personally I have found the idea of much value. By looking upon myself as a manufacturer of a certain special kind of service, I felt more proud of myself. I looked upon my body and mind and soul as my plant. Naturally, like any wise manufacturer, I must not only try daily to keep that plant in perfect repair, but I must also seek daily to make such improvements as are necessary to better the work I am doing.

Sensations are the raw material with which I work. My food, my reading, my talking, my friends—everything that I see, hear, taste, smell or touch yields me sensations. My business is to see, hear, taste, smell and touch only those things that will make my product of higher quality.

I can see clearly that I must not fill my stomach with strange foods and still stranger drinks, spend time with cheap and lowering companions, read idealless literature or do anything else that will interfere in any way with the development of greater personal power, because, you see, this personal power is that which I use in manufacturing service.

Take the writer, for instance. His product is a confession. His writings show plainly the sensations he has received. Scientifically it can not be otherwise.

One can not escape putting one's self into one's work. Cheap men produce cheap work. Low sensations produce low men. It is indeed true that "by their works ye shall know them."

This is not what might be called Sunday school talk. It is a business talk straight from the shoulder. It is not something gotten out of a book, I know.

In this I am much like the man who said, "Honesty is the best policy. I have tried both."

If I were to talk to you or to a group of workers I should feel content with my effort if I persuaded you to look upon yourself as a manufacturer of service, and if I could drive home the absolute scientific truth of your sensations being your raw material, and that your physical and mental being is your plant. You would leave with a feeling of greater pride in yourself. You would not look down upon yourself as a mere drudge or laborer or human-cog-wheel. You would see yourself as an independent plant, producing service.

And I have a sort of an idea that as soon as you commenced to respect yourself as a manufacturer you would try earnestly to better your product, because you would see that the greatest rewards in all the good

things of life come to those who are quality manufacturers.

You would associate with inspirational people. You would read the best books. Your path to perfection would lead you to the best plays and lectures, and I really think that the saloon, pool-room and deadening companions would be given the go-by.

Just experiment upon yourself. Associate with a high-minded, inspirational, efficient, happy person. Then go immediately to one of the opposite character. Analyze your feelings after leaving both. Study yourself at your work and study your work after associating with both.

Unless you produce the best work after you have associated with the best people, do not associate with them. But be fair to yourself. Give yourself a chance.

You can be successful when you want to be. You can develop greater personal power. You can become dynamic, inspirational, efficient, happy. Receive high-grade sensations and you can not escape becoming a high-grade man. Become a high-grade man and you can not escape from doing high-grade work.

To better the work you are doing better yourself. Develop a powerful personality. To-day is the best time. This world is the best place. You are the best man to start.

You'll win. Thomas Dreier.

**Easy To Take.**

Josh—You say he expects to make barrels of money this season? What is he going to do?

Bosh—Take summer boarders at a dollar a dozen.

Josh—Preposterous! How could anyone make money taking boarders at such a price as that?

Bosh—Easily. He's the village photographer.

**"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.**



The cash register, computing scales and 'phone save your time. The housewife appreciates time-savers too. Then tell her about

**MINUTE GELATINE (PLAIN)**

It is all measured. Every package contains four envelopes. Each holds just enough to make a pint. Time of measuring saved.

It requires no soaking. It dissolves in less than a minute in boiling water or milk without first soaking in cold water. More time saved.

Besides, it is the clearest, firmest gelatine to be had.

Use these talking points and they'll help the sale. The sale helps you. It pays 36 per-cent. Don't sell at less than two packages for 25c. It's worth even more.

Send your jobber's name and ask for a package to try yourself. It's free.

**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!**

**GROWTH INCREASES INVESTMENT**  
But added telephones mean at once increased income.

**CITIZENS TELEPHONE COMPANY**

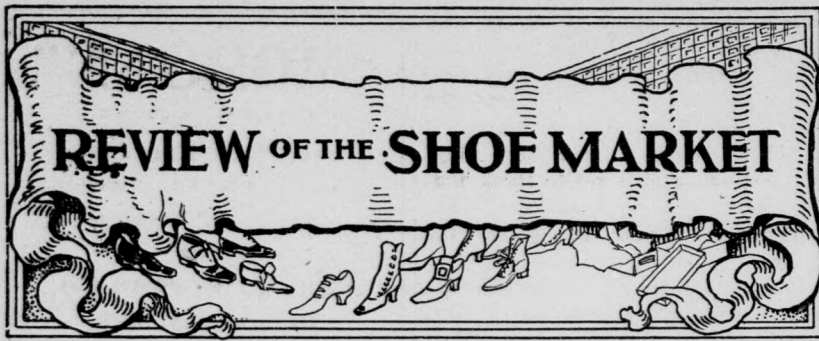
Has enjoyed a net growth of more than 200 telephones in its Grand Rapids Exchange during the past two months, and a great growth in others of its many exchanges and long distance lines, so that it now has

**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**



### Greatest Weakness in the Retailing of Shoes.

You may have the finest shoe store in your city and may be superbly stocked with the best lines of shoes in the world and be doing a good volume of the business, but if the business is not conducted on a percentage of profit sufficient to pay its expense burdens, you are certain to meet with disaster.

The retail shoe merchant can no longer remain indifferent to the profit phase of his business, as his greatest weakness is failure to fix the cost of merchandising with sufficient accuracy.

Profit-making for the shoe retailer becomes a more difficult problem each season and too much emphasis can not be put upon the point that carelessness and guess work is the common stumbling block.

It is only natural, in one's desire to meet and beat competition, that close prices are named, but any selling price that does not give a substantial net profit is born of poor business policy, for without a merchant figures the cost of selling in deciding his selling price, it is more than likely that his profits will mysteriously change to losses.

The objective point of your business should be profits and glory enough will follow.

Use your energies to increase through higher profits your store's income, rather than to hope for success through radical reductions of store or personal expenses.

In price-making get to the core of the subject, don't let your figures run wild nor try to follow any particular cost or selling schedule; but whatever you do, use common sense and previous experience to place your retail price high enough to be above the danger line and to make money for you.

The cost of merchandising is the corner stone of your business, but to determine it we have no actual set of figures or schedule to follow or depend upon, neither can we get one, as depreciation through styles and broken sizes is too fickle a factor to figure upon.

Much inexact data presents itself in figuring the cost of selling shoes, for loss on credit business through a percentage of bad debts must be figured with other fixed charges, together with interest on your investment in drawing your line between profit and loss.

When we buy a shoe at \$3 and sell it for \$4, we figure, by the usual "hit or miss" method, that we have made

\$1, but if we stop to figure the expense of selling that pair of shoes and tracing in our mind the final wind-up of the lot of shoes to which this pair belonged, we roll over and wake up—Our balloon is busted, our golden dream is broken and our imaginary dollar dwindles to a few pennies, and maybe is nothing.

To get a few "tell tale" figures on your own business, take to-morrow for a test day and compare your clerk hire alone with the sales of the day. You will probably find that this item of expense, from a percentage standpoint, is twice as high as you will figure off hand.

If my statement proves true, go along for a week, use your pencil freely, add to clerk hire your known expenses for the week outside of the uncertain ones. Quit all guessing and I believe that you will agree with me that retail shoe profits must be increased substantially, and that at once, as the "living profit" idea is all "punk" and will run you into a snag sooner or later.

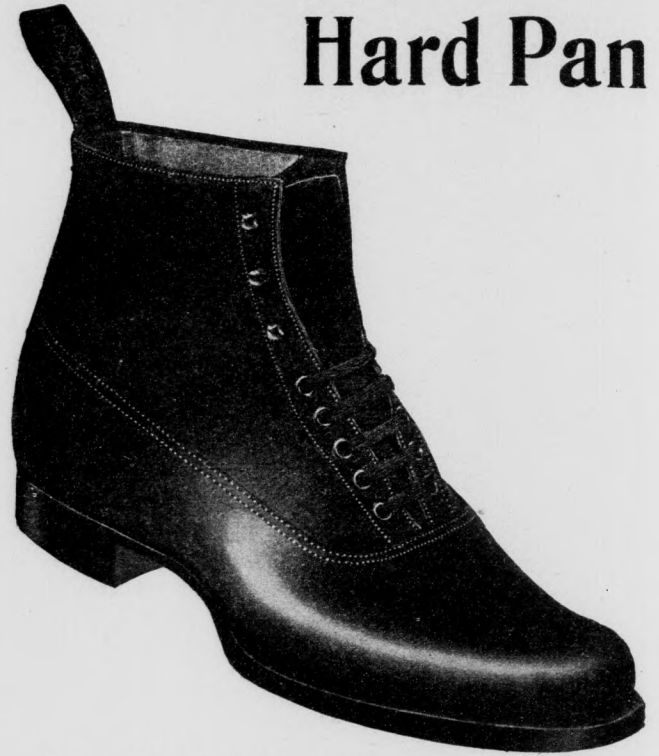
Now another thing—quit giving your customers credit for knowing more about retail shoe values than you do yourself, or manufacturers being able better than yourself to decide retail prices for you. In the first place, you may misjudge the value of a shoe from the manufacturer's price at least 10 to 25 cents, especially if you are unfamiliar with the line, (and you have spent your life in the shoe business). Now how do you expect your trade to recognize a slight advance in prices, or a similar fall off in values?

Our tailor or clothier can pull our leg for an extra \$5 on a suit because we look "good to him," but when he calls on us we are fools enough, soft enough, unbusiness like enough to allow him 10 per cent. off his shoes which, in some cases, results in a net loss to us.

The greatest help the manufacturers can be to the retail shoe merchant is to keep mum on the retail prices of shoes, without it is to insist that the retailer strive for independence through greater profits.

Little if anything does he know about retail expenses generally. He passes up the fact that what would be a profit in one's business turns out a loss in another. He has troubles in figuring out and getting his own net profit, (that trouble most often, arises in the selling end of his business) and why should the manufacturer assume to usurp the power of the retailer in naming or even suggesting the price at which the retailer must, or should, sell his goods, at

## Hard Pan



Let any good shoemaker dissect one of our Hard Pans and he will tell you it is the best built work shoe he has ever seen.

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

## A Name That Protects You



### H B Hard Pans For Men and Boys

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

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

HEROLD-BERTSCH SHOE CO.

Makers of the Famous  
H B Hard Pan and  
The Bertsch Shoe Lines

Grand Rapids, Michigan



this action, if unprofitable, only cripples the retailers on whom he depends?

One retail merchant, cleaned up \$65,000 in a Western Pennsylvania city in ten years in a room about 12x40, and that, too, on no great volume of business, while another dealer sold five times as much and just broke even.

Speaking of breaking even, let's take a simple calculation on a \$60,000 business that broke even for the year. Now add 5 per cent. more profit, figuring from the selling price; that is to say, have each dollar show an extra nickel and you have \$3,000 for your own pocket.

Let's get busy and try for more profits.—R. E. Tailer in Shoe Retailer.

#### Trade Names.

The A. C. Lawrence Leather Company calls attention of the trade to the fact that it originated and registered the words "gun metal" as applied to leather, and that tan and black "gun metal" calf are manufactured and sold exclusively by it, and that this name, being registered, can be used only on its leather and on shoes containing its leather. This company states that it finds inferior leathers are being put out under the name "gun metal" and shoe manufacturers and retailers, on account of the popularity of "gun metal" calf, use the name indiscriminately as applied to leather of similar appearance.

We understand that in all instances which have come to the notice of the concern it has taken the matter up with the offending parties, whether tanners, shoe manufacturers or retailers, and explained the fact that the term was copyrighted and could be used only on the leather or shoes composed of leather manufactured by the company. Of course, most of these mistakes have been made through ignorance, and the company informs us that it has always been rectified, but we are informed that in some cases the blame has been laid on the trade paper which has published the advertisements, and the company now requests this journal to respect its sole legal rights in the words "gun metal" as applied to leather.

The originator of a trade name spends much care and thought and frequently a considerable amount of money to obtain and secure one which will be distinctive and effective, and if he trade marks such a name he has an undoubted right to the exclusive use of it for his goods and should be protected therein. Such offenses as have occurred have usually been through ignorance of trade mark rights. But that they have worked to the disadvantage of the owners of such names is apparent to all. The owners of the trade mark "gun metal" have done well to notify the trade as soon as these unintentional offenses were committed. Neglect to do so would probably result in the trade adopting the term in the same manner as they did "dongola" years ago, and later

"vici," both being trade marked names owned by leather manufacturers, whose goods, being of a novel make, sprang into popularity, and these trade names became distinctive, but were adopted by the trade to represent a class of manufactured goods rather than the product of the owners of the trade marks.—Boot and Shoe Recorder.

#### Influencing the Future Sale.

"If I were 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 its leading to a future sale to the 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 merely 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 good salesmanship is required is the time that an unsatisfactory article is forced upon an unwilling purchaser. As a matter of fact, the 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.

#### A Fable For Communists.

Here is a shoe shop. One man in the shop is always busily at work during the day—always industrious. In the evening he goes courting a good, nice girl. There are five other men in the shop who do not do any such thing. They spend half of their working hours in loafing and their evenings in dissipation. This first young man by and by cuts out from these others and gets a boot and shoe store of his own. Then he marries this girl. Soon he is able to take his wife out to ride of an evening. The five laborers, his former companions, who see him indulging in this luxury, retire to a neighboring saloon and pass a resolution that there is an eternal struggle between labor and capital.

Robert G. Ingersoll.

The best preparation for the doing of better work is the doing of good work right now.

To live well should be our profession, not that which merely yields us fame or fortune.

#### Do "Fixed Prices" Generate "Cut Prices?"

In discussing the causes of the rapid growth of cut price shoe stores we have heard the opinion expressed that one of the great reasons for the found in the fact that the policy of the entire shoe trade has been to compete at fixed prices, everyone striving to produce, or sell, the best shoe at a given price.

That there is some color for this view is indicated by the way in which price is featured in the advertising in shoe trade journals.

Again, the manufacturers of advertised brands usually feature the price, or commonly advertise the fact that the retail price is stamped on the sole. Retail shoe dealers in their local advertising also feature prices,

and thus we find that the entire campaign of publicity—the manufacturer to the retailer in the trade press—the manufacturer of an advertised brand to the consumer in the daily newspaper and magazines and the retailer to the consumer in the local press—is so conducted as to direct the attention of the public to the price rather than to the shoe.

Herein lies the opportunity of the cut-price sharper.

Noting that the people, as a result

#### 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.

## MICHIGAN SHOE COMPANY

Wholesale

# SHOES

AND RUBBERS

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



Did you ever find it harder to separate a man from his money than right now?

The past few years have been full of education along conservative lines, and men have got to be shown **value** before they will exchange their hard earned money for anything; and there is nothing in which superior quality is so visibly manifest as in

## Rouge Rex Shoes

The above trade-mark has come to be recognized as a guide to foot comfort and serviceability.

Send for our catalog.

### Hirth-Krause Company

Hide to Shoe  
Tanners and Shoe Manufacturers

Grand Rapids, Mich.

of the fixed price policy, have their minds fixed upon prices rather than upon shoes, the sharper proceeds to advertise a severe cut in prices.

The fact that he is obliged to cut the quality is immaterial to him as long as the people swallow his bait, and they will continue to swallow it until legitimate shoe interests have diverted public attention from prices to shoes.

If there had not been well fixed and advertised prices it is not easy to see where the "fake" bargain stores could have found a basis for their mark-down claims, but when certain makes of shoes had attained a reputation at \$3.50, the gentlemen with more cupidity than honor saw that by picking up the very few jobs of advertised \$3.50 shoes and selling them at \$1.98 to \$2.50 they could, by fraudulent advertising, open an avenue of distribution for large quantities of "fake" goods, made purposely to deceive the purchasers.

It is only natural to expect shrewd schemers to take advantage of such (to them) inviting opportunities, which they have done.

The Shoe Retailer believes that "fixed prices" have in a large measure invited the unfair competition of "fake" cut price shoe stores, as well as led to the diminishing of profits of legitimate retail stores.

It may be unreasonable to expect the shoe trade to quickly abandon its fixed price policy, even although the very best of reasons for so doing may exist, but we believe the present activity of the cut price stores form one of the strongest possible arguments against the continued enslavement of the shoe trade to the fixed price theory, and that every movement calculated to focus the attention of consumers upon quality rather than price is a movement in the right direction.

Local associations of shoe retailers could be more easily organized if they were competing more on quality and individuality and less on prices.

Organization of the retailers is the best way to stop the ruinous competition in prices and profits and may lead ultimately to the abandonment altogether of the fixed price theory. The relation of "fixed prices" to "cut prices" may well be considered by every retailer and every gathering of retailers.

Through organization of the retailers we hope to see the day when shoes will be bought for quality and sold at a profit, when competition between retailers will be based on individuality of styles and service, rather than on cutting prices or slashing profits.—Shoe Retailer.

#### A Quotation From Job.

At a prayer meeting, held in the backwoods of Rhode Island, testimonies were requested, and a very old woman tottered to her feet.

"I want ter tell this blest company," her voice quavered, "that I have rheumatiz in my back, and rheumatiz in my shoulders, and rheumatiz in my legs, and rheumatiz in my arms, but I hev been upheld and comforted by the beautiful Bible verse, 'Grin and bear it.'"

#### Those Who Are Doing the Real Work.

In towns folks gravitate into three grand divisions. We have the old families, the rich families and the others.

Some of the old families have wealth and are therefore qualified to travel in two classes. They are the royal families and have their courts and folderol just as they do in "deah hold Hengland." They flock by themselves and are so conservative that they are scared of themselves in the sunlight. They fear they will be discovered by themselves and lose their own respect and veneration.

They never do anything that was not done before, and then act only at the command or suggestion of a leader whose divine right comes from age of family or size of bank balance, although, it must be confessed, the age of family counts for almost as much as money.

In them the social instinct has been replaced by the society instinct.

The welcome they give any movement for the good of the city is determined not by the value of the movement but by the social standing of those backing it. In wisdom they are like the ostrich whose specialty is burying its head in the sand at the approach of danger. In conversation their rule is to keep silent as much as possible and when compelled to talk to say absolutely nothing.

When any number of them are forced to leave their realm for a time they take hold of hands when they get on the train and hold the grip until they get home. When in action they ooze instead of flow.

Their god is Social Position and their goddess is Wealth—the latter serving the purpose of a wife who takes in washing so that the husband may exist in idleness.

Their lives are continual mask balls. To them the greatest crime is the expression of enthusiasm. Their ambition is to win from their associates the veneration they yield themselves.

A face devoid of expression is to

them the insignia of poise, and to secure this they back their expression with a mind that is void of ideas that haven't stood the test of time and society approval. The women get their knowledge of life from the Robert W. Chambers' novels where the women have all mastered the art of being useless except for the purpose of manufacturing scandal. The men get their wisdom from the financial pages of the newspapers, thus fitting themselves for the securing of the wealth necessary to keep the women in luxury demanded only by those whose fetish is social position.

The object of the wealthy families is to associate on terms of equality with the families whose proudest boast is age—an object most generally achieved by the sacrifice of two young persons, one from either class, on the altar of wedlock.

The men as a rule are workers, but their object is to secure wealth which may be wasted by the women whose business it is to burn incense and keep the sacred flame flickering before the god of Social Position.

As a class they do not understand what the gospel of service really is, their god being a jealous god and content only with the porcine share.

Appearance to them means more than quality.

The Last Supper, with the original cast, would disgust them unless the men wore evening clothes and the meal was served in courses by trained waiters.

Removed from the hypnotic influence of their class these people as individuals are human, likeable, companionable and give evidence of having in them latent desirable qualities that in the right environment would blossom into an expression of common sense.

They do little harm, serve to amuse the others by their antics, are happy like the fly on the wheel which said, "Look at me making the big wheel go 'round," and in time will die off, leaving room which will be filled by other lightweights that will be suck-

ed up from below by the society vacuum. They are of little practical use in the world and the world will not miss them.

Society place and pelf are Nature's sticks of painted candy given to those undeveloped children to keep them out of the way of those who are doing real work.

#### What One Store Must Sell.

A man whose attention was called to an article which stated, among other things, that the Gimble Bros. store in New York was leased for 105 years, at an aggregate rental of \$100,000,000 for the entire period, has figured that the yearly rental would average on the sliding-scale basis in the neighborhood of \$800,000. Commenting on this, this man, who is well informed on department store methods, allowed the high ratio of 6 per cent., considering the location for rent. With this as his basis, he figured out that the Gimble New York store would have to sell from \$13,000,000 to \$14,000,000 worth of goods a year "to break even with their expense." Summarizing, this man figured that the firm will have to do an average of \$46,000 plus per day. To the average mind this figure per day must seem like "going some," figuring the "off" days to be made up, yet there is nothing extraordinary about these figures, according to the man summing them up, for the reason, he said, that for establishments of this caliber \$70,000 to \$100,000 days are not out of the usual run of business, embracing Saturdays during the height of the season, special-sale days and holiday periods.

"Granted that the store does this amount of business, this man asked what ratio of it will be contributed by each of the other department stores in the city.

### Mayer Special Merit

School Shoes Are Winners

**THE WATSON SHOE**

## Watson-Plummer Shoe Company

Exclusively Manufacturers

Monroe and Market Street—Chicago

### "The Watson Shoe"

For Men

Made of the best, always

### "Red School House"

Shoes

For Boys and Girls

#### Four Factories

Making serviceable high-grade shoes to meet any requirement of style or wear

Wales-Goodyear Rubbers

Write for complete catalog



**The Retailer Favors the Advertised Goods.**

The retailer who takes hold of a advertised goods with the right spirit finds that he can carry a wider variety of merchandise with a smaller stock of each item, keep the stock full up by reason of his ability to fill in often from the jobber's stock and do more business with a bigger bulk profit on the money invested than he at present is doing. Everybody is familiar with advertised merchandise—no time is lost in talking or making comparisons. The price is fixed. Everything is ready for quick transaction.

Retailers more than jobbers show willingness in the handling of advertised apparel. The retailer has seen one salesman worrying along with a customer, trying to make a sale of competitive goods without the manufacturer's mark, fearful of losing the sale. He has watched another salesman at the opposite counter supply a customer with something the customer has asked for by advertised name, take the money and go on with another customer, making a second sale before the first salesman got through with his one customer. When customers are waited on quickly a greater number of customers can be handled. The shop of the retailer who hands out merchandise that is asked for by the advertised name soon becomes "the popular shop."

Here is the way one retailer puts it: "A manufacturer who advertises his product has a better chance of getting me than has the manufacturer with goods equally good who does not advertise, because I can sell the advertised goods more quickly. It does me good to see the way my salesmen handle the people who come into my store. Customers ask for what they want and as a rule get it. Because I give it to them quickly they are pleased and call my store up to date. I could undoubtedly sell something else to a good many of those who come in here, but could I know that they were thoroughly satisfied? Some men are ashamed to walk out of a store, and will take something else when urged. At the time I can not tell what the effect will be—men certainly must be disappointed in not getting what they asked for—and the chances are next time they will go elsewhere and get what they want. It took me some time to appreciate the full value of advertised merchandise, but now I am about as loyal a follower of advertised goods as you can find. I make more money than I made before I took to the 'advertised' idea. My stock, too, is cleaner. I get as small a quantity of a given thing as I want and I need not go far for it. I now get my supplies from jobbers in this city, although it took me some time to induce my jobbers to carry stocks for me. They were foolish enough to lose sales on the advertised goods, for I would take no other. Now they are making some profit on me, where before they made none. And my jobbers now have many more customers in this city than they had before. Many jobbers could have the good class retail trade of

their own cities if they would get busy with advertised goods. A high class retailer feels it safe to buy advertised goods from a jobber. He does not feel so about unnamed, unmarked goods, regarding the source of which he knows nothing."

S. S. Rosen.

**The First Train From Jackson To Eaton Rapids.**

On July 4, 1868, the first passenger train over the Grand River Valley Railroad left the city of Jackson. Its destination was Eaton Rapids, the western terminus. The train was composed of an engine, one old passenger coach and ten box cars provided with rough, hurriedly constructed seats, and the passengers numbered between five and six hundred citizens of Jackson, who had responded to an invitation tendered by officials of the road to visit Eaton Rapids and join with the citizens of that place in a celebration of the natal day of the Nation and of the completion of the railroad to that place. The train traveled slowly over the newly laid rails without much delay or hindrance until "County Line" station was reached, when three box cars at the rear of the train left the track and pitched down an embankment. Luckily, these cars were unoccupied, the crowds expected to fill them at Rives Junction, Ashland and Onondaga failing to appear. In the passenger coaches there were seated Amos Root, President; Eugene Pringle, Secretary; P. B. Loomis, Treasurer of the road; General R. H. G. Minty, Superintendent, and a number of minor officials and newspaper writers. When the train arrived at Eaton Rapids guns were fired, bands played and a procession, speedily formed, marched through the principal streets and back to a grove near the depot. Henry A. Shaw was introduced as Chairman of the day and in time he presented Eugene Pringle, who delivered an oration. Proper respect was expressed by the speaker for the Star Spangled Banner and all that it represents, and the importance of opening up the Upper Grand River Valley by railroad connection to the East was ably discussed. Mr. Pringle was followed by Henry A. Shaw, who opened his remarks by recalling the fact that in 1857 he had served a term in the State Legislature and that he had used his best efforts to aid in the passage of a bill in aid of the Camden, Amboy & Lansing Railroad. No one in the audience then present seemed to know where Camden or Amboy were located, but a piece of railroad connecting Lansing and Owosso, known as the Rams-horn, on account of its crookedness, was supposed to have been built under the Camden-Amboy charter. When Mr. Shaw returned to his home, at the close of the legislative session, he was tendered a reception by his friends, and a beautifully decorated cake was presented to him as a testimonial of the appreciation of his services held by his constituents. Mr. Shaw literally "took the cake" and caused it to be sealed up, announcing

that he would open and distribute the same upon the occasion in the uncertain future when the first train carrying passengers should enter Eaton Rapids. The tin receptacle was then opened and the cake, dry and hard as a brick, was cut into pieces and distributed. Other oratorical gentlemen were introduced and then the crowd dispersed to find eatables and drinkables. Amos Root and his associates completed the line into Grand Rapids a year or two later and operated it several years, after

which the property was leased to the Michigan Central Railway for a long period. The citizens of Grand Rapids, by vote, pledged the sum of \$100,000 to the railroad company to aid in constructing the line, but of this amount but \$25,000 was paid. A defect in the proceedings under which the vote was taken to bond the city for \$100,000 was discovered by Mayor Aldrich, who refused to issue the bonds. A compromise was effected by the payment of the amount.

Arthur S. White.

**Beware of the Silent Liar**

David Harum was a horse trader—one of the original, clean skinned, wiry, silent sort. He was not dishonest according to the rules of the game. Every man who was out trading horses, had both eyes peeled—he knew there was likely to be something doing.

But the technical virtue of David Harum, like the legitimacy of the Standard Oil methods, having contributed its portion to the upward trend, stands as a milestone on the corner that civilization has passed.

MODERN BUSINESS is built on CONFIDENCE and demands VALUE FOR VALUE. Honesty has been found to be the ONLY business principle that will stand the test of time. Business concerns may flourish for a while, then go—but the concern that adopts the hundred cent dollar as its medium, and bases its system on frankness, openness, fair dealing and legitimate profits, will batter down the barriers of competition.

The field offering by far the greatest opportunity for dishonesty and fraud, is the advertising field. Properly analyzed, its only aim is the diffusion of knowledge among buyers and sellers. Its purpose is educational, primarily so, and it fills an economic need. Advertising has a place in every profession and business under the sun. Advertisers are equivalent to instructors in this great educational and economic school.

And yet, how many advertisers are continually doing injustice to the public by shaping and molding to suit their own ends information given out. True salesmanship has a conscience. It is not a salesman's business to give out arguments and facts that belittle his own wares; but the man who purposely deceives you by refraining from giving a true portrayal of the facts, as they really exist, who withholds information that you must have in order to be properly enlightened, who gives half of the facts and refrains from speaking truths that you should know, rightfully speaking, is a "SILENT LIAR."

The product offering to-day the greatest ground for preying upon the whims of an eager people, is Baking Powder. Were there only one kind of Baking Powder on the market,

this controversy would not exist; but there are three—Cream of Tartar, Phosphate and Alum.

While much has been written against them all, yet most of these printed articles are paid and are therefore written in favor of the powder that is being advertised. All these kinds of Baking Powder have been used and strange to say the race of users has survived, and stranger still, the physicians have not discovered any particular disease caused by the continual use of any one kind of Baking Powder.

PUT THIS DOWN—Baking Powder is not a food. Its purpose is to make biscuits, cake or whatever else used in, light and porous. The chemical action is the result that is sought. The only value of Baking Powder, then, lies in its power to liberate slowly and uniformly carbon dioxide and thus make the dough fluffy and light.

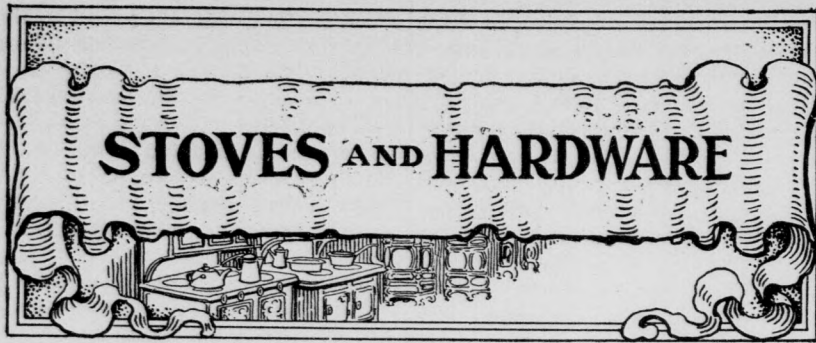
Any one of the three Baking Powders are good. If you are selling Royal and your customers can get good results from no other, then sell Royal. If you are handling a 25c powder to the satisfaction of your trade, continue doing so.

But if you want to give your customers the advantages of a Baking Powder that is AS GOOD AS ANY MADE, one that allows you a good profit, one that saves your customers from 15 to 40c on every can purchased, write us regarding Baking Powder put up under YOUR OWN PRIVATE LABEL.

Do not be scared because somebody tries to fake you into using a high priced powder. If the manufacturer or salesman tells you that he has the only one that is healthful and does not tell you that there are two other kinds of powder that are also healthful, then you may put him down as a "SILENT LIAR."

All three Baking Powders produce like results. Their first cost is about the same, yet they retail from 10c up to 50c per can. When you pay more than our price, which is 6¼c for a 16 oz. can, then you are paying for something besides Baking Powder.

Wabash Baking Powder Co.,  
Wabash, Indiana.



### Why You Should Take in the Fairs.

Don't forget the agricultural fairs, for time goes on apace. If you propose to make an exhibit at your county fair the time for action has arrived. Plans are to be made; a "feature" is to be studied out, advertising matter to tack up and distribute is to be collected, letters of invitation are to be prepared and sent to all your business friends, telling them the location of your space and inviting them to make it their headquarters; newspaper advertising to be written and placed. All this will take time—much more time than is imagined—and time should be taken by the forelock. A merchant should always do things well, and time is a necessary factor in the matter of well doing.

One of the vital questions which agitates your little world may be the matter of making an exhibit. Should you, or shouldn't you? That may be a question which will not down and which stubbornly remains unanswered. We can not answer it for you, but we can throw out a suggestion that the gods of chance and fate seem to admire an enterprising man, and luck turns a smiling countenance on the brave and energetic. If you are ambitious, if you are energetic, if you are trying to make the most of your opportunities, if you have the opportunity for growth in your locality, then it would be well to decide affirmatively on the subject of the exhibit and get busy on the realization. It may not pay you quick returns in profits, but it will add to your prestige and will prove a splendid advertisement for you.

If you decide not to exhibit do not fail to make an affirmative decision on the question of attending your county fair and your State fair. It will pay you. It will pay you handsomely. A penalty will be exacted from you if you fail to attend.

It is undeniable that your success as a merchant depends on your knowledge of the business and the efficiency with which you apply that knowledge. Get knowledge therefore. Be keen and hungry for it. Let no opportunity pass for acquiring it, and if any business knowledge comes in your locality see that it does not escape.

You get knowledge at the fairs. You see other people working for the advancement of their business and you will absorb useful and profitable little pointers. You will hear trained talkers explaining the merits of their implements, and you can retain the good and reject the weak points of their arguments.

Then, too, you will catch a refresh-

ing breath of the great outside world. And this will benefit you much more than you can imagine. It will give you new viewpoints, new hopes, aspirations and ambitions. It will lift you out of the rut and guide your feet away from the deadly monotony of every-day existence.

"Take in" the fairs and don't forget their pleasures and excitements. It will sweep a lot of dust and cobwebs from the cerebral department and give added vigor to the springs of your existence.—Implement Age.

### Finishing the Sale.

There is a courtesy in finishing a sale to make the customer remember that the store desires his further patronage.

In the closing of the transaction do not do it hastily. Give the customer the parting that you would give a guest and especially a guest that has transacted his business with you. Hand him his bundle if he is to carry it himself or take his address if he is to have it sent.

Preferably the sending method should be used, because it gives you an addition to your mailing list and the expense is slight if the customer lives within walking distance.

The same measure of kindness and courtesy with which you began your transaction should be used in its close. Bid the customer good-day, with a "Call again, sir;" at any rate, make the finale businesslike and in such a manner that the customer will be pleased with the attention that you give him. It is the best salesman who can take a personal interest in the customer from start to finish.—Brains.

Watch for the "box car merchants." They'll be cutting into your territory one of these days. Maybe they'll canvas the trade with a so-called high grade sewing machine at \$13.25, or a \$35 range for \$17.95. When they come, be prepared to offer a similar machine (one of the extremely cheap ones) at a little less, \$1 down and the balance in weekly or monthly installments. And so with the range. Then when people come in to buy a machine or a range, show them the difference. They'll see the point, and get fakir-proof. And they'll secretly thank you for the tip.

### It Always Beats.

The minister was addressing the Sunday school. "Children, I want to talk to you for a few moments about one of the most wonderful, one of the most important organs in the whole world," he said. "What is it that throbs away, beats away, never stopping, never ceasing, whether

you wake or sleep, night or day, week in and week out, year in and year out, without any volition on your part, hidden away in the depths, as it were, unseen by you, throbbing, throbbing, throbbing rhythmically all your life long?" During this pause for oratorical effect a small voice was heard: "I know. It's the gas meter."

### A Retort That "Floored" the Bishop.

Once, at breakfast at a friend's, Phillips Brooks noticed the diminutive but amusingly dignified daughter of the house having constant trouble with the large fork that she was vainly trying to handle properly with her tiny fingers. In a spirit of kindness, mingled with mischief, the Bishop said:

"Why don't you give up the fork, my dear, and use your fingers? You know fingers were made before forks."

Quick as a flash came the crushing retort: "Mine weren't."

A good salesman is usually a wise buyer.

**WALTER SHANKLAND & CO**  
85 CAMPAU ST., GRAND RAPIDS, MICH.

Mich. State Sales Agents for  
**The American Gas Mach. Co.**  
Albert Lea, Minn.

## Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

## Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in ½, 1 and 5 gallon cans.

**STANDARD OIL CO.**  
Grand Rapids, Mich.

## Get Our Quotations

Before buying elsewhere on

## Cement, Lime, Plaster, Hair Sewer Pipe, Etc.

We also sell barrel salt in car load lots

**GRAND RAPIDS BUILDERS SUPPLY CO.**

196-200 W. Leonard St.

Grand Rapids, Mich.

The only exclusively wholesale dealers in Builders Supplies in Western Michigan

## Welcome, Master Horse Shoers

National Convention Oct. 10 to 15, 1910

Held at Grand Rapids, Mich.

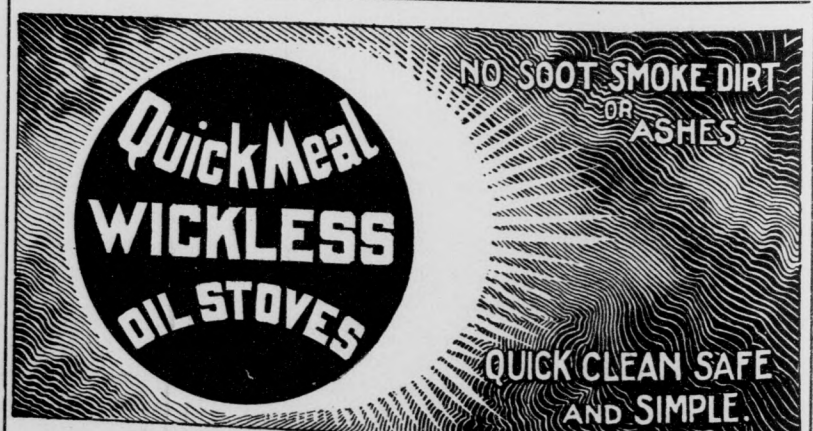
We are headquarters for the celebrated brand of Juniata Shoes, Juniata for Calks, Standard for Calks, Russell, Secun & Cape-well horse nails.

**CLARK-WEAVER CO.**

32 to 46 S. Ionia St.

Wholesale Hardware

Grand Rapids, Mich.



**FOSTER, STEVENS & CO.**

Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

**POVERTY AND HARD LUCK.**

**They Are Bad Only For the Poor Man.**

Poverty and hard luck are bad only for the poor man. We may not get the gist of this at the first reading. But if we are persistent we will eventually dig out the truth that it is the poor man that gets throttled by poverty and hard luck.

Let us take as an illustration that man, Wallace Dodge, out in Mishawaka, Indiana. Along came a fire and used his wood-working shop to illumine the neighborhood. Dodge was so doggasted poor that he couldn't buy pulleys for the new shop he built. And he was either too honest or lacked the opportunity for stealing what he needed. When anyone refrains from stealing—but let us not become philosophical.

What was Dodge to do? Of course he was poor and he had been slammed squarely between the eyes by a big chunk of hard luck. He was stunned. But he wasn't stunned so that he couldn't get to his feet before he heard Referee Failure count up to ten. He knew mighty well that he could get into the Down And Out Club by merely mailing his application on a postal card.

But he knew that Down and-outers spend most of their time whittling, and since he was a wood-worker he figured that he might just as well make whittling pay. He needed pulleys. What was more natural than that he should make what he needed out of wood?

You know the rest. The split-wood pulley, with interchangeable bushings, (whatever they are) proved better than the old iron pulleys.

Dodge had been led on by Necessity and Poverty and Hard Luck to a place where he was properly introduced to Big Opportunity. He saw that he had a Big Idea, and, since it became his by kindness of the patent office on the Fourth of July, and since it made him independent and financially healthy, he called the materialization of his idea the "Independence" pulley.

Some time along about this stage of the game there drifted into Mishawaka a youngster whose burning desire was to make himself worth something. He said his name was Mix—Melville Mix. He wanted a job—could tie up bundles, or do anything. Mr. Dodge hired him to address wrappers for "Power and Transmission," the Dodge house organ. They say \$15 a week was the price he got for his labor. But every man who works for \$15 a week isn't necessarily a \$15 man. Mix wasn't. He was long-headed, had plenty of foresight, possessed initiative, constructive ability and other choice personal assets. He tossed all his personal assets into his work just as if he were getting \$150 a week instead of \$15.

Just think how foolish that was! He was getting paid to do \$15 worth of work and the foolish youngster went right in and forgot himself and did more than he was paid for.

Of course he had to pay the penalty. And the penalty every man must pay

who assumes responsibility is that he is compelled to assume more responsibility. It is funny that Mix didn't realize it at the time. And still perhaps he did. He kept working and climbing until he was in the sales end, managing the Chicago branch, then taking charge as sales manager.

When Mr. Dodge finally resigned to make the Long Trek and this man, Mix, who was just hungry for further responsibility and strong enough to shoulder any that came his way, was made President.

He immediately broke loose with a flood of constructive ideas and has built up, with the help of the liveliest bunch of associates in the country, the greatest institution devoted to the making of power-transmission in the world. Anyhow, that it what my friend Trowbridge says, and "Trow" is the biggest failure as a liar I ever met.

And now we come back to our original statement: Poverty and hard luck are bad only for the poor man. Both Dodge and Mix were without money, but they were not poor men. They were distinctively Quality Men. They had the stuff in them. They were drunk with the wine of work. They were filled with the purple juice of the luscious grape of desire.

They were men—men rich potentially. Poverty and hard luck had slammed them up against the ropes and oftentimes made them groggy. But Dodge had the experience of the manufacturer and Mix compounded the chemicals that changed the minds of thousands of power users so that they resolved to buy the Dodge idea articles. Together they traveled toward success as pioneers. Then the older man dropped and Mix led the march. He is still leading.

Mix gets more than \$15 a week now. But all the money he makes and all the money he has saved is only interest on the investment represented in his body and mind. Mix without a cent would be rich. A man with a million may be a poor man. It is the worth of the man and not the amount of money that counts.

Poverty and hard luck are bad only for the poor man. Thomas Dreier.

**Advantages of Oil Over Coal.**

The advantages of oil over coal were illustrated in a recent trip of the Yale, one of the 22 knot passenger steamers which run between New York and Boston. The trials were so satisfactory that oil will be used exclusively on these ships in the future. Outside of the absence of smoke from the funnels is the complete abolition of noise and dust due to coaling. Formerly the Yale burned on a round trip 235 tons of coal, which took eight hours to get aboard; in future it will take only an hour for an oil barge to pump into the ship's tanks the 48,000 gallons of oil which will serve for the round trip. The principal saving, amounting to \$500 a month, is due to the fact that eight operators do the work in the boiler room, where formerly forty-eight stokers were necessary.

To shut yourself up from all sorrow is to shut yourself up to it.

**Columbia Batteries, Spark Plugs Gas Engine Accessories and Electrical Toys**

**C. J. LITSCHER ELECTRIC CO.**  
Grand Rapids, Mich.

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.

**Acorn Brass Mfg. Co.**  
Chicago

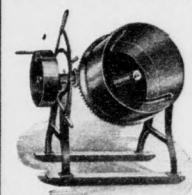
Makes Gasoline Lighting Systems and Everything of Metal



**A Good Investment**  
**PEANUT ROASTERS and CORN POPPERS.**  
Great Variety, \$8.50 to \$350.00  
**EASY TERMS.**  
Catalog Free.

**KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.**

**CONCRETE MACHINERY**



Attractive Prices  
Catalogue "M. T." explaining everything mailed free.  
Power Drain Tile Machines  
Power and Hand Mixers  
Stone Crushers  
Block Machines  
Brick Machines  
Sill Molds  
Architectural Molds  
Cement Workers' Tools  
**MODERN Hand Batch Mixer**  
**Universal Concrete Machinery Co.**  
100 West 4th St., Waterloo, Iowa

Established in 1873

Best Equipped Firm in the State

**Steam and Water Heating Iron Pipe**  
**Fittings and Brass Goods**  
**Electrical and Gas Fixtures**  
**Galvanized Iron Work**

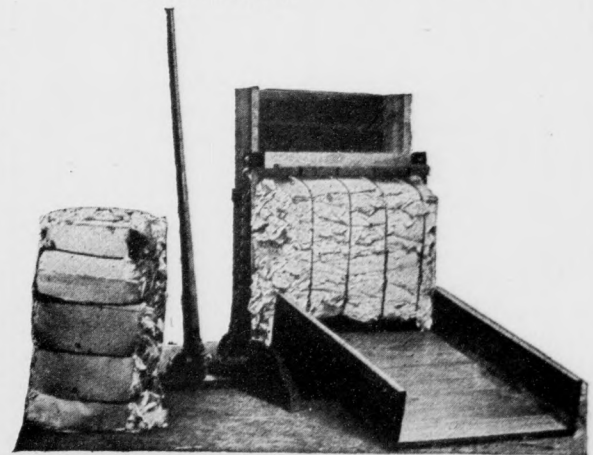
**The Weatherly Co.**  
18 Pearl St. Grand Rapids, Mich.

**New Invention Just Out**

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

**The Handy Press**

For bailing all kinds of waste  
**Waste Paper**  
**Hides and Leather**  
**Rags, Rubber**  
**Metals**



Increases the profit of the merchant from the day it is introduced. Price, \$40 f. o. b. Grand Rapids. Send for illustrated catalogue.

**Handy Press Co.** 251-263 So. Ionia St. Grand Rapids, Mich.



**The 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.

## NOT THE OLD TOWN,

## Although Old-Time Invincible Spirit Still Rules.

Written for the Tradesman.

If the people who left Grand Rapids away back in 1870, and before that time, think they are coming home to Grab Corners, they have another think to come. Grand Rapids is not the city they knew. In size and structure it is a new city. Only the old invincible spirit remains.

Two things the home-comer of the week of August 22 will note with special pleasure when he gets here. These are light and entertainment. The Valley City of the old days was especially shy on light. Away back there even Canal and Monroe streets were caves of gloom after the closing of places of business, and South Division and West Bridge streets each held a glow of light every three or four blocks. Sometimes this glow was bought of the Gas Company and sometimes it was hoisted into a tin lamp from a naphtha barrel.

In "the good old days"—which were not good at all as compared with the present days on tap—naphtha lamps were in about all the side streets where there was any public lighting at all and agents of lighting companies used to come here and set their sample lamps in rows in Fulton Street Park, and aldermen and reporters used to go up to the Park in the still hours of the night and look them over. On many occasions subsequent discussion of the lamps was held in a room back of the coat room in Sweet's Hotel. Occasionally these naphtha lamps required much inspection and discussion.

In these days street lamps were not supposed to burn nights when the moon had a date. The moon came on schedule, of course, but there wasn't always a clear sky for her to launch her beams into, and the result was that the city looked as if some one had thrown a black coat over it on many a night. But the old, old-timer will not remember even the naphtha lamps, for there were none to be remembered when Grab Corners existed.

Where the old naphtha and kerosene street lamps held sway the home-comer will now see great white lights. Canal, Monroe, Division, West Bridge and other streets will present arbors of flame, and everywhere electric signs will make the streets into Great White Ways. The high towers will welcome the wanderer from a distance.

Go out on one of the hills, away from immediate contact with the lights and look over the city. The individual lights will, perhaps, be few, if you go away far enough to get the right effect, but there will be a great pink mist of light over the whole valley. Grand Rapids is, undoubtedly, the best lighted city in Michigan, or the Middle West, and will welcome her prodigals home with extra illuminations on the week of August 22. There will be wonders of electricity, worth traveling many miles to see.

And entertainment! Some of the old ones will remember the National Hotel, the old wooden building standing where the Morton House

now is; the Bronson House, at the northeast corner of Canal and Crescent avenue—then Bronson street; the Rathbun House, a wooden structure at Monroe and Market street—then Waterloo street—and the old Eagle Hotel, on the site of the present hotel of that name.

Even in the days the young home-comers will remember, the National, the Bronson and the Rathbun looked old and worn. Their roofs sagged in like the bent shoulders of old men and their floors were shaky and uneven. The only brick hotels here then were Sweet's Hotel and the Bridge Street House. There might have been a small brick hotel or boarding house here and there in the city, but no large one except Sweet's.

These hostelries wouldn't have cut much of a figure in caring for the crowds which will be here on the week of August 22. Now the great hotels—steam-heated, private baths in all the rooms, telephones at each bedside—will have their hands full. The Morton, the Pantlind, the Livingston, the Cody, the Herkimer, and all the others will have cots in their halls that week.

And that reminds me that the Bridge Street House was old and good in the days when loggers owned the city in the spring. It had a State reputation in those days. The real thing in old-timer will probably remember other taverns of that time.

In that early time there were no restaurants to speak of. The people of the city were not obliged to live so far away from the center of activity then that they could not get home to dinner. Yes, it was dinner then. Now it is lunch. If you have pie la mode you spell it luncheon. A lot of the home-comers will remember Tom Dixon's restaurant on Canal street, under one of the Nelson-Matter stores. There were no frills there, but a meal a day was enough for any ordinary man. Then there was a restaurant in the basement under the Mills & Lacey drug store part of the time, and one under the Morton in after years.

When the man or woman who has long been absent reaches home he will find a string of restaurants from Hastings street to Wealthy avenue, along Canal, Monroe and South Division. If I had the time I'd go out and count them. One can enter one of these eateries and see his fish or his steak cooked before his eyes. He can get a cup of good coffee and a plate of "sinkers" for a nickel, or he can go to one of the other kind and pay a dollar and a half for a steak an inch thick and warranted to melt in your mouth.

The rush during luncheon hour—that way if you have pie—will be a wonder to the long-absent guest. It would be interesting to know just how many men, women and children live at these restaurants, and how many people employed in the city take their noonday meals there. Judging from the number of restaurants and the size of the crowd a great deal of money is yearly spent for food that is not cooked at home.

This, however, is no indication that the people of Grand Rapids are get-

ting out of the home habit. The men and women who take their meals down town, that is, their noon bites, live all the way from one to five miles from their work. When you figure that it would cost them 10 cents car fare to go home to dinner, and join with this the fact that they can get a pretty good meal six days for a dollar, the reason is not far to find.

In the matter of entertainment, figure in the opera houses. A man is not fully entertained when you give him food and a place to sleep. Amusement is a factor in entertainment. In the days of naphtha lamps there was Luce's hall, Bill Smith's opera house (although a little later on) and the Nunn Bros. music hall on Canal street, down somewhere about opposite what is now Crescent avenue. I saw Edwin Booth at Luce's hall as late as the winter of 1872. There might have been other shows in town, but I do not know where they were.

When the home-comer gets his feet on the stones of the city he will find three fine theaters and no end of auditoriums and nickelodeons. There were no moving pictures in the days when the city's bridges looked like emigrant wagons going across a stream. I never yet learned how sleighs got across these covered bridges in the winter time, but they did get across.

It would be a wonder to see the events of Home-coming Week "covered" by the daily newspapers of the old days. The Eagle and Democrat were six-column quartos and the Times — "The Times, Nathan Church," as the letter heads read—was a seven-column folio. The Eagle was in the second story of the Eagle building, the Democrat was in the second story of the Randall building, and the Times was on the second floor of a building on Pearl street, about where Cavanaugh's place is now. The Times had this location before Church, Gale & Co. took it, before J. Mason Reynolds and John M. Harris bought it, when C. C. Sexton was sole owner and "Stern" Wheeler was editor.

"Stern" was editor, all right. He was the only copy furnisher in the plant, for Sexton was away most of the time making up the pay roll. He spent half an hour looking over the city for news and devoted the remainder of his time to learned articles on how to be happy although married, and kindred subjects. During the Franco-Prussian war he espoused the cause of France so enthusiastically that the paper lost the support of most of the Germans in the city, and "Stern" had a heated lead pencil debate with Chris. Kusterer, who was afterward drowned when the Alpena went down in Lake Michigan. Long after his Grand Rapids experience Mr. Wheeler committed suicide in a Western pasture lot. He was a very bright man, but John Barleycorn had his grip on him.

Alfred Baxter was the brains of the Eagle in those early days, with Frank Godfrey as city editor. M. H. Clark owned the Democrat and Arthur S. White was city editor and general man. Rev. C. B. Smith was editorial writer. They have all gone the way of the unworthy, those newspapers. They did not grow as fast as the town grew, and combinations like the Booth-Stitt and the Conger-Stuart combinations on the Press and Herald carried the day. The News is a lively successor to the old Democrat. The combinations above referred to made the first really big newspapers in Grand Rapids.

It surely would have been a sight for the gods to see the "local staff" of the old daily newspapers "cover-

## Chicago Boats Every Night

Fare \$2  
Holland Interurban and  
Graham and Morton  
STEEL STEAMERS

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

All This Week  
Daily Matinee

The Flying  
Martins

A Staged Thrill

The Bootblack  
Quartette

Fun, Harmony

Johnnie Small  
and Sisters

Songs, Dances  
and Patter

# RAMONA

B. A. Rolfe Presents

The

## Leading Lady

A Musical Seltzer

with

Marguerite Haney

And a Company of 10

Eves. 10, 15, 25, 35

Mat. 10c and 15c

Hilda  
Hawthorne

Ventriloquist  
and  
Prima Donna

3 Westons

Instrumentalists

Ramonagraph

Special Elks  
Film



ing" Home-coming Week. The city editors of that time were all good men, and have made their mark since, but the papers couldn't have set the necessary type in a month! When the prodigal gets home he's got to have his name in the papers and must be told in the morning to the extent of twenty-five or thirty thousand words what's been going on and what's coming off.

There will be a lot of surprises for the boys who come marching home August 22, but light and entertainment will probably be the things their thoughts will center on, after they have called on the old-timers, who have remained loyal to the city and put it in the get there row.

Alfred B. Tozer.

**Know Your Locality.**

Knowing a store's locality will save many a mistake in adding or discarding certain lines of merchandise. The fact that the store is not doing much in candy, for example, does not prove there is no local demand for candy. The candies may be too high in price or too low in quality, or proper attention may not be given to the candy branch of the business. Never discard a line of goods until sure there is no market for it. Every community has its peculiar local tastes, prejudices and preferences. The dealer who knows his store's locality will understand what they are. If he does not, it il pay him to find out.

Go about this in a systematic manner. Whether you do a credit or cash business keep a record of what every customer buys and give these records close study. Time spent in doing this is worth more to your business than any one other thing you can do. Going over these records from time to time you will find that most of your customers come to you for only certain things, others for nearly everything you sell, and a few, a very few, buy from you exclusively.

There is more to be learned in knowing your store's locality than appears on the surface. Your sales will never be as large as they should be until you get hold of this knowledge. Know your locality, know your merchandise and then adapt one to the needs, means and preferences of the other.

**Pulling Together.**

The fellows that pull together get the best results. No good comes from pig-headedness. Get on the right side. That side is easily decided. It is the side that shows the store's interest. All arguments should be settled on that basis. The bigger and broader and better natured the man the quicker he is to see that point. There is a certain grocery store in Asbury Park where the pull-together spirit is beautifully and profitably exemplified. The fellows act like brothers. There is no quarreling; no jealousy. Same conditions may exist in your store.

Suppose you paste this paragraph on a piece of cardboard and tack it up somewhere in the rear—away from the general public eye.

**How Some Big Fortunes in Lumber Were Made.**

Written for the Tradesman.

James D. Lacey, formerly of this city and well known in lumbering circles, read a paper at the recent annual convention of the National Lumber Manufacturers' Association in New Orleans on "Future of Stumpage and Lumber Values." His conclusion was that there are too many "ifs" surrounding the subject to make a guess valuable for future reference. The influences to full the prices are the rapid reduction in the visible supply by lumbering operations and forest fires, the increased demand and the slow growth of timber where reforestation is being tried. The bearish tendencies are the growing use of steel and concrete for building purposes and the opening up of vast new fields in Russia, Hiberia, Mexico, South America, Africa and other sections. He declared himself not an alarmist over the situation. Nature and man's genius, he said, always have supplied a substitute for any commodity that becomes too scarce, and they probably always will.

In the course of his paper Mr. Lacey recalled stumpage values of the past. In his own experience hemlock stumpage in Pennsylvania was a waste material, the bark being the real product; now it is worth from \$5 to \$8 per thousand. As late as 1866 Government timber lands in Michigan were to be had at \$1.25 to \$2.50 per acre, equivalent to 10 to 20 cents per thousand for the stumpage. In the '70s the pine stumpage values passed the dollar mark and in the '80s reached \$5 and upwards. In 1880 Minnesota stumpage was held at from 50 cents to \$1, and in that same year shut leaf pine stumpage in Southern Missouri could be bought at 5 cents per thousand. In those days timber land could be purchased in the Gulf States from the Government at \$1.25 per acre or about 10 cents per thousand from the stumpage, and the state governments were selling timber lands at from 25 to 75 cents per acre. The same conditions obtained on the Pacific coast up to six or eight years ago.

The figures given by Mr. Lacey explains some of the big fortunes that have been made in lumber. Blodgett, Hackley and others bought timber lands when the Government had lands to sell and at Government prices. Instead of holding for the advance they lumbered at a profit of tenfold or better. Before they "cleaned up" in Michigan they saw that the history of Michigan pine would be repeated by the pine of the South. They were among the earliest buyers of Southern timber lands, and they got in at State and Government figures and they lived to see their investments increase in value a hundredfold or more, and their heirs see it going to still higher levels. When all the circumstances are considered it is not so surprising that great fortunes have been made in lumber as

that there have not been more of them.

Lumbering conditions have changed with the times. Mr. Lacey recalled that twenty-five years ago wages in the woods ranged from \$15 to \$30 per month and "find," and the "find" consisted of pork and beans, potatoes, onions, white and corn bread, tea, coffee and molasses, served on tin dishes; now the same class of labor, only not so efficient, commands \$30 to \$50 a month, the table must be supplied with china and glassware and the menu is equal if not superior to that furnished by the average hotel. Then the men were healthy, hungry at meal times and satisfied; now the biggest kick in the lumbering business is that on the camp mess.

A few years ago James D. Lacey was a druggist in this city, prosperous but a long way from being counted among the wealthy men even of Grand Rapids. He was in partnership with Chas. W. Mills, under the style of Mills & Lacey, and their store was where the West drug store is now on Canal street, opposite what used to be Sweet's Hotel, now the Pantlind. Charlie Mills became interested in a Honduras timber and fruit growing venture and died of fever, and his bones still rest in the land of many revolutions. Mr. Lacey began dicker-ing in pine lands, Michigan, Minnesota and then in the South, and from the beginning success attended his ventures. He is now rated among the millionaires and the paper he read before the National Association explains in a measure how he did it. He got in on the ground floor when timber land could be had almost for the asking. He has been a trader, however, rather than a holder, and his success has been in knowing bargains when he has seen them and having the courage to back his judgment. Being a millionaire has not changed Mr. Lacey in the least. He may buy or sell a hundred "40s" before breakfast, but he is the same genial, companionable, whole-souled fellow that he was in the days when the sale of a ten cent box of quinine pills looked good to him. He recognizes his friends as quickly and is as glad to see his old friends now as in those other days and to his old friends he is still Jim Lacey.

**What He Will Do.**


From our esteemed contemporaries all over the country we glean that Mr. Roosevelt will do the following things:

- He will run for President in 1912.
- He will run for Governor of New York two years hence.
- He will run for United States Senator in due time.
- He will open a law office in New York City.
- He will go into the real estate business.
- He will buy an interest in a wholesale grocery.
- He will become President of Venezuela.
- He will experiment with flying machines.
- He will open the biggest chicken farm in the known world.
- He will become President of a new bank.
- He will take the presidency of a railroad.
- He will turn poet.
- He will take the lecture platform.
- He will go to the South Pole.
- He will raise nine kinds of—(you know what).
- That's all there is up to date, but there's more to come.

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

**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.**



### Kind of Traveling Salesman Most in Demand.

We want winning successful salesmen—men who can present our proposition to the retailer in intelligent, tactful, forceful, convincing fashion. Who is the right man? Can we decide, after correspondence or a personal interview, whether a man has the elements in his make-up that will make him a success in our employ?

Years of experience have shown just what traits a man must have to succeed and we can soon determine from his letters or conversation with him whether he has them.

To succeed a salesman must have complete confidence; he must believe absolutely in his own ability; he must have the confidence of his friends or the tact and personality to gain the confidence of strangers; and most of all he must have such courage, self-reliance and independence that he will depend on himself and his own resources and never think of appealing to others for assistance in problems he should meet and solve alone.

Such a man will have such confidence in our line and his ability to sell it that he will be willing to start on commission, and pay his own expenses until he makes a sale.

If he is temporarily without funds he will have enough standing in his community or among his friends and tact enough to make a loan covering his expenses for possibly a week or two.

He will have such a belief in our line as a money maker compared with the one he is representing that he will be willing to throw up his position to accept our proposition on our terms.

The world is full of men—you have met plenty in your experience—who are ready to take up with any kind of proposition provided it has a salary or expense account attachment. The nature and possibilities of the proposition and their adaptability do not worry them in the least. They are matters of minor importance, not worth investigating nor considering. Their eyes are on the present and a very immediate present at that.

Show them a proposition of unlimited possibilities, a proved success, on a purely commission basis, without a cent advance, their interest cools at once. Such careers are brief, indeed. Incapacity, lack of push and stamina soon manifest themselves if they get a position, and they are soon at liberty to search for other fields.

What does this matter of salary that so many insist on really amount to? It means employment for two weeks and then dismissal, if your or-

ders are not large enough to please your house. It means working for as low a salary as the house can hire you for, if you do succeed, and then, hunting a job when it can get a man to work for less. Isn't this insisting on a salary the poorest possible policy for you?

This apparent gain, which at the best is only temporary, shuts the salesman off from independence, robs him of a large income and lessens immeasurably his chances of getting a new position, when he wants one.

The salesman who works on a commission is his own master and can command his own terms. The man on salary is too often a mere order-taker; the man on a commission basis is all aglow with the spirit of scientific salesmanship. Manufacturers and wholesalers are well aware of this and often create positions for successful commission salesmen by discharging one less capable.

The salaried salesman has got his paltry salary assured. Before his first week is over the capable salesman on commission is making more than the salaried man can ever hope for and is going on to the \$8,000, \$10,000 and even more that so many salesmen make. What salaried position can hold out such inducements? The mess of pottage certainly is a poor equivalent for the birthright of financial success.

A salesman on a salary finds it often hard to get a new place. That he has been content to work on a salary is proof positive to employers that he lacks the push, confidence and hustling traits a salesman must have to succeed. The commission salesman, on the other hand, has no such troubles. The jobs are hunting him—several are always waiting, whenever he wants to make a change.

Every salesman, whatever be his nominal standing, is really working on commission. Every wholesaler or manufacturer figures that the expense of selling his goods and his salesman's salary must come within a certain sum. If a salesman does not do enough business to keep within this allowed percentage of expense, off goes his head. The men who imagine they are working on salary are thus really on a commission basis. Their only advantage over the others is the two weeks' expenses they secure. They sacrifice everything, too, for that.

No person with good horse sense will embark in a proposition with a view to permanency until he has studied every phase of it and convinced himself that it is the line he wants from the standard of profit

and that he is qualified to succeed in it as others have done. Not to study a proposition thoroughly and carefully is a mark of poor judgment to say the least. To be afraid to risk time and money in it, after being convinced of its merits, shows weakness, lack of backbone, distrust of one's self. No house wants that kind of salesman.

A good many prospective salesmen tell us that they are eager and anxious to go with us, that they can sell our line and make a fortune for themselves and us—a good deal more than they have been making. Their eagerness vanishes, their claims and boastings stop when we suggest as a test of their sincerity and belief that they advance \$35 until they make a sale or borrow money if they haven't it.

Now, isn't it a reasonable conclusion that such men would be positive failures in pushing our proposition, or, putting it mildly, that their success would be extremely doubtful—men who wouldn't risk \$35 for a week or less in a line they felt so sure of? Our experience—and we have been starting salesmen for fifteen years—has been that 95 per cent. of those who were given their expenses made a failure of the business. We have found on the other hand that 90 per cent. of those who have furnished their own expenses have been very successful.

This being the case, it would be worse than folly to advance expense money. We do not do it, would not do it if we had millions to use. It would be far better to spend the money on really good salesmen, rather than on those who practically admitted their incapacity and lack of determination in advance. It would be the worst possible policy for the salesman as well as for ourselves to encourage such traits.

Another point, positive qualities are developed in the salesman when he hasn't an expense account to fall back on. You know how a good many young fellows spend papa's money like water, when they have an allowance or know that the old man will pay the bills. Cut off the allowance or let the young man understand that he must earn every cent he spends, and he will do a lot more hustling and spend far less. When a new salesman is paying his bills out of his own pocket he does not pigeonhole the firm's instructions, try a lot of new schemes and waste his energies. No, he gets right down to business, studies his instructions thoroughly, puts them into practice and uses all possible economy.

The men who win the greatest reputations, the largest fortunes, build up the big business, are the ones who are forced to develop themselves simply because they have no one else to rely on. What would have been Abraham Lincoln's history, if rich or poor, a fortune had been furnished him to secure an education? He would doubtless have lived and died, unknown beyond a narrow circle. What would have been the record of James J. Hill, Marshall Field, Carnegie, Rockefeller and other figures prominent in the commer-

cial and financial world? Last month a merchant died in Chicago, leaving a great business and a fortune of a million, who began as an errand boy at \$3 a week, sleeping under the counter of the store where he worked. He relied on himself and rose from his pittance by his indomitable will and confidence in himself.

Hundreds of men lose fortunes every year simply because they do not rely on their own resources and possess sufficient courage to take hold of a new business.

Is the risk a great or an unusual one? Quite the contrary. When a young man begins to study law or medicine, goes to college to fit himself for teaching, does anyone guarantee the return of his money or success in his vocation? Yet in each case there is far more money risked, far more time spent than in our proposition. The same holds good in other lines. The farmer spends money for seed, labor, machinery. Does he ask anyone to guarantee a crop?

But going a step farther, there is little or no risk in taking up our proposition. We allow our salesmen, you know, to wire in their first orders, and wire them the commissions at once. Frequently men make a sale the day they begin—it is a mighty poor man who can not make one the first week. The commission on just one sale is more than a week's expenses—and all your advance money has been returned.

Suppose a man were to tell you that he would carry a message for you twenty miles and boast of his powers as a pedestrian—and stipulate that you follow close behind with your horse and buggy. Would you hire him? What housewife would employ a servant who told of her skill in the kitchen and yet hinted that

## If You Go Fishing

and don't catch anything,  
just remember that

### Hotel Livingston Grand Rapids, Mich.

has an exceptionally appetizing way of cooking FISH that someone with better luck just caught.

## 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.

her mistress should be ready to help her in preparing every meal?

We remember an interview we had with one salesman—a man, by the way, who is sending in more orders than two-thirds of our force. He had come in from Iowa to see us, after some correspondence. His record had been a good one and the impression he made was very favorable. We felt we had a good man—everything pointed to it—we knew we had, when we referred incidentally to the expense account feature.

"Advance my expenses—why, man, I wouldn't dream of asking for them or take them if you offered them. I have been on the road for ten years and I've never had a cent advanced or worked on a salary. I know what your line is and I can sell it. I'd stake myself to start, even if I had to pawn my watch to raise the needful. Expense money—I'll have you sending me commissions inside of three days after I get going."

He kept his word—the first sale came the very day he began and there has been a steady run of orders since. He was a typical instance of the man we want.

W. F. Main.

Traverse City Eagle: Fred H. Carlson has resigned his position with the Hannah & Lay Mercantile Co. to go to Howland, Hickok & Davis, importers and manufacturers of notions and novelties, of Chicago. His line of work will take him to Southern Iowa, where he will cover the territory radiating from Des Moines. Mr. Carlson has been a resident of this city for the past four years, three of which were spent in the employ of J. W. Milliken, where he had charge of the line of domestics. His relations with Mr. Milliken were severed a year ago, when he was chosen for clerk to F. E. Brown, Superintendent of the Hannah & Lay Mercantile Co., and since Mr. Brown's departure Mr. Carlson has acted in the same capacity under M. S. Sanders.

Detroit—The Steely Auto Engine Co. has been incorporated with \$150,000 capital stock to manufacture automobiles, light deliveries, transmissions, steering gears and tires. The style of the principal machine is that of a combination tourabout representing a complete touring car which may be converted into a delivery truck, designed to carry 1,000 pounds by removing the tonneau and placing a top in position. The car, which may be used without either tonneau or top, is of 35 horse power and has a 110 inch wheel base.

A Big Rapids correspondent writes: Koe Reddinger, who for a year has been foreman at the Big Rapids Furniture factory, has resigned his position to accept the position of traveling representative for his brother's big factory at Evansville, Ind. Koe expects to begin on his new duties Monday and will cover the territory east of the Missouri. He will visit Big Rapids every six weeks.

It is astonishing how much cold a woman can manage with a six-inch square lace handkerchief,

### Saginaw Jobbers To Hold a Merchants' Week.

Saginaw, Aug. 2.—During an enthusiastic and well attended meeting of various committees of the Wholesalers and Manufacturers' Association it was decided to have a Merchants' Week, a busy period of entertainment and public celebration, at the time of the Saginaw Industrial Exposition in the Auditorium, Sept. 16 to 24. As the Trade Extension trip through the adjacent territory has been carried out for the past two years it was deemed best to bring the merchants into this city this year instead of going out and seeing them. The entire matter was referred to the trades interests committees of the W. & M. Association, the Saginaw Board of Trade and the West Side Business Association.

All will unite to make this a big success, the civic and fraternal societies will be requested to join in by giving parades and the public generally will be asked to decorate. Plans will be taken up to bring in about 2,000 merchants from all towns in this district and, in addition to this, many will be accompanied by their families, so Saginaw will be invaded by a large host. Besides the attraction of the big Industrial Exposition there will be banquets, automobile rides, processions, meetings, concerts and other entertainment features.

Such are the intentions of the promoters as mapped out and prospects are bright for their accomplishment. President J. A. Cimmerer presided last night and those present were J. D. Swarthout, J. W. Ladd, M. S. Erd, Max Heavenrich, Jr., H. Watson, Edward Schust, W. I. Biles, D. D. McLean, Chas. H. Smith, George Dice, J. N. Southgate and Secretary F. F. Kleinfeld.

Following a short discussion of the Northeastern Development Bureau it was voted to subscribe for two memberships in the Association, this giving this city six memberships thus far in the Bureau, with the probability that the West Side Business Association will take two more.

Secretary Kleinfeld reported that the W. & M. Association was in good financial condition and a strenuous membership campaign was about to be inaugurated.

The question of the annual Trade Extension trip was then brought up. All appeared to be in favor of dispensing with it this year and using the money which would be so expended for a Merchants' Week instead.

Special invitations will be extended and perhaps transportation tickets sent out. On arrival here the visitors will probably be met by the committees, entertainment provided and royal treatment furnished. Mr. Biles said that the Michigan bean jobbers of the State would hold their annual meetings here at this time, and this will mean a delegation of 200. Mr. McLean believed about 75 per cent. of the merchants would come and Mr. Schust favored setting aside two days for the entertainment.

Mr. Southgate outlined his plans for advertising the Industrial Expo-

sition to focus the attention of all on Saginaw, sending out booklets describing places of entertainment, programme, hotels, railroad connections, etc.

It was brought out during the meeting that the contract for the annex to the Auditorium would be let Thursday and rushed to completion. It is also expected the building will be extended to 120 feet up to the street. The addition will be known as Machinery Hall during the Exposition.

### The Boys Behind the Counter.

Muskegon—T. L. Hammond, who has been manager of the shoe department of the White Cloud Mercantile Co., at White Cloud, has moved to this city to take a position in the Big Sample Shoe Store. As soon as he can secure a house his family will join him to make their home here.

Big Rapids—Robert Dixon, who has been employed at C. E. Bigelow's grocery store and who worked with A. R. Morehouse before the grocery was purchased by Mr. Bigelow, has accepted a position in the Peterson grocery store on North Fourth avenue.

Cheboygan—T. C. Gronseth, a registered pharmacist of Suttons Bay, has been secured by Dr. Otto H. Gebhardt, of the Crown pharmacy. Mr. Gronseth speaks several languages.

Knitting is now recommended by some doctors as a cure for nervous troubles, and it is claimed that it has a more soothing effect than any medicine yet discovered. They point out, however, that there is some serious nervous trouble and other that is imaginary. Often when a woman has the "nerves" she is worrying about her housework or little things of minor consequence. "Light needlework," says one doctor, "comes under the category of amusements and is prescribed for the woman with nerve trouble by her doctor in the same way as golf is recommended for men. It is something to keep her mind occupied without too much strain. 'Nerves' too often are caused by a woman having no occupation and letting her mind rest on little vexatious things. No woman, however, should undertake knitting who has a distaste for it, and it should not be turned into an irksome task, for then the beneficial effect will be lost."

A Binghamton druggist has established a 5-cent messenger service which he expects to make popular and profitable. Letters and small packages are delivered to any part of the city for a nickel. Goods purchased at the store are delivered free of charge. His messengers are mounted on bicycles, and promptness is a special feature. Although in operation but a short time, he has been obliged to increase his force of boys, and the institution promises to be a success.

Some folks taste the bitter in the rind of the orange of life and throw the golden fruit away without once tasting the juice.

### Rice the Latest Horse Feed.

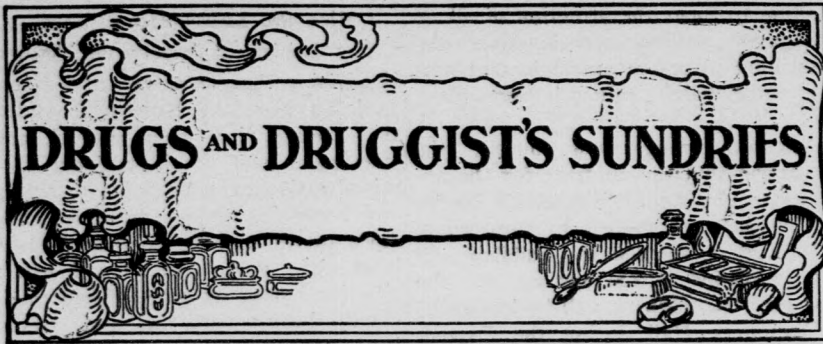
The Louisiana Experiment Station is advising the use of rice as a horse feed. In a recent bulletin it stated that "rough rice, when ground, and forming one of the ingredients of a mixed ration, may be fed with safety and benefit to horses or mules. The day's ration may be composed of at least eight pounds of ground rough rice for horses or mules doing moderately heavy work and approximating 1,000 pounds live weight. The other ingredients in the test ration proved suitable to mix with the ground rough rice, although other available materials, if of the required composition to balance the ration, might be just as satisfactory. When the prices of other cereal (feeding) grains are high, etc., and other conditions warrant ground rough rice may be found of considerable economic value as a feed for horses or mules if intelligently and systematically used."

Chicago consumes 240,000 gallons of milk daily, and a commission appointed by Mayor Busse reports that it is the dirtiest milk in the world. The commission after going over the situation carefully has arrived at the conclusion that nothing is to be gained by concealing the facts, and that the only way in which conditions can be remedied is to face the truth and begin reform all along the line. The Health Department is not blamed for the situation, but is commended for the work it has done. If it has allowed dirty milk to be served to the people it has failed in one of its most important duties, and deserves censure more than commendation.

The Internal Revenue Department is sending to revenue collectors a decision made by Judge Landis in Chicago, which is of interest to druggists and liquor dealers. The case upon which the decision is based was of a liquor firm charged with shipping liquors in bottles packed in barrels, and described in the bills of lading as "drugs." In other words, the government now holds that the merchandise must be truthfully labeled, or the shipper makes himself amenable to the criminal section of the revenue laws. The penalty is to be the forfeiture of the liquors or wines. The shipper also makes himself subject to the payment of a fine of \$500.

A report from the Philippines says that an ant has been discovered on some of the islands of that country that eats the common housefly and then dies. If this is true the general government should import a few hundred million of them to the United States. An ant that will eat flies and then remove itself is a benefactor of the human race. It should be admitted free of duty and given protection until it has completed its work.

Rogers City—Loud & Hoeft's sawmill is cutting out a special order of 500,000 feet of maple and hemlock timbers to be used in the construction of a breakwater at Port Colborne, Ont.



**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.

#### To Mix an Egg Drink Properly.

The first requirement for an egg drink is a good, fresh egg broken in the glass before the customer. Anybody can break an egg, but to do it neatly and nicely is another thing. There is a knack about it which can be acquired with a little practice. Hold the glass in your left hand and the egg in your right hand and bring the edge of the glass and the center of the egg-shell quickly and sharply together with one blow sufficiently to cut through (not just crack) the shell and the inner white skin. You can now bring the egg quickly over the glass, setting it on the counter, and drop out the egg. If you crack the egg on the glass when it sets on the counter some of the egg is liable to run on the outside. If the egg is gradually broken it will not separate so readily. After you catch the idea you can easily drop the egg into the glass from one hand. It is all done so quickly and so easily that any one watching you will wonder how you can do it.

The egg should be thoroughly broken apart or beaten. This can be done by dropping in a few pieces of fine ice; then draw on the syrup and shake it up. Set the glass on the counter and place an ordinary lemonade shaker over it, pressing it down a little to one side firmly. Now lift the glass with the left hand, hold the shaker with the right and invert them so that the shaker will remain at the bottom. Hold the glass firmly into the shaker with your thumb pressing onto the bottom; and hold the shaker with your right thumb and first two fingers grasping around it and the two other fingers pressing on the bottom. Now shake the egg up and down vigorously with a movement of the arms from the elbow, holding the shaker and glass in front of you. The egg will be thoroughly

broken in five seconds. Set the shaker on the counter and remove the glass. Draw the soda into the shaker, using both the fine and coarse streams. Pour the drink back and forth two or three times, drawing it out into a stream and finish by straining into the glass, using a wire strainer. The above method can be easily and quickly learned. Egg drinks should be advertised with window stickers and signs, the same as ice cream soda or other drink, and you can work up a profitable trade on them in a short time. It is a good plan to keep a supply of fresh eggs in a glass bowl on the counter, or where they can be seen by patrons. Some prefer to take their drink through straws, and these should be kept handy for use when asked for. A small shaker containing ground nutmeg should be kept to sprinkle the tops of the drinks. The drink should be thoroughly cold.

#### Mosquito Pastilles.

Charcoal powd. .... 16 ozs.  
 Saltpeter powd. .... 2 ozs.  
 Insect powder .... 8 ozs.  
 Phenol ..... 1½ ozs.

Dissolve the saltpeter in a small quantity of water, mix it with the phenol and sprinkle the whole evenly over the mixed powders. The preparation is then formed into a stiff paste by means of mucilage of tragacanth. Divide the mass into small cones, each weighing about a dram, and dry them thoroughly. When used they are to be placed on a dish and the apex of the cone lighted with a match. They burn slowly and give off a dense, pungent smoke that is sure death not only to mosquitoes but to all other insects. The room should be tightly closed while the cone is burning and afterward should be well aired. A proper package of this article is six cones in a cheap box, to sell for ten cents.—Modern Phar.

#### The Drug Market.

Opium—Shows a slight decline.  
 Morphine—Is unchanged.  
 Quinine—Is steady.  
 Alcohol—Is tending higher on account of higher prices for corn.  
 Cocoa Butter—Is tending higher.  
 Ergot—Has advanced.  
 Glycerine—Is tending higher.  
 Menthol—Has advanced.  
 Cube Berries—Have advanced and are tending higher.  
 Prickly Ash Berries—Have declined.  
 Ottof of Rose—Has advanced.  
 Oil Peppermint—Has declined.  
 Buchu Leaves—Have again advanced and are tending higher.

Golden Seal Root—Has again advanced.

Cumin Seed—Has advanced.

#### Stay In Your Own Backyard.

In the June number of Pearson's Magazine, under the caption "The Danger in the Drug Store," appears an article by one Horace Russell which should incite every honorable member of the drug trade to indignant protest. It is an utterly unwarranted attack upon and defamation of the druggist, who is in effect stigmatized as the knowing and willful purveyor of adulterated and dangerous products, inimical to the health, even the lives, of the public. The article is in the style of the customary "popular" article, prepared by a newspaper writer, and contains the customary strongly adjectived but fallacious assumptions from incorrect findings and superficially studied conditions. It would not call for comment, however, were it not obviously founded upon and did it not liberally quote the assertions publicly and repeatedly made of late by Dr. H. H. Rusby (anent adulterated drug supplies) and L. F. Kebler (in his pamphlet on synthetic products, as acetanilid, etc., and opiate-containing medicines). These gentlemen may be correct in their criticisms of conditions as they find them, but they go entirely outside their province and defeat the very purpose they claim to be trying to achieve when they allow their names and official positions to be used in connection with muck-raking and sensation-mongering "popular magazine articles." This journal, and every honorable member of the drug trade it represents, will gladly uphold the hands of Drs. Rusby and Kebler in every proper effort to remedy bad conditions, but we would assert with all the emphasis of which we are capable that the method here referred to is not a proper one—it is most improper. The public is scared, to no purpose, the druggist is defamed by the very ones who should be his protectors and co-workers to the attainment of better things.

#### Buncoed By a Disinfectant House.

Having been stung on a proposition I write about it in the hope that other druggists will be ready for it. This is the way I was taken in:

A firm making a disinfectant had the sheriff introduce its agent to the druggist to inspire confidence and then the rest was easy. The sheriff of our county introduced the agent to me, and he, the sheriff, recommended the preparation very highly as an insecticide and disinfectant. I thought it must be a good deal, as he represented to me that I could supply the county for its buildings and other public places, one of which is a State institution located here, at \$2.50 a gallon, the preparation costing me \$2 a gallon.

The proposition looked so good to me that I bought a liberal supply. Upon investigation I found that this agent had sold the county its supply for a long time to come and that the State had a contract with the house for a lower price than I could

buy for, the charge to the county being as low or lower than the price to me. So I was loaded up and could not dispose of the stuff even at what it cost me, and finally succeeded in selling a part of it at a price much below cost, thinking that anything I could get would help that much.  
 O. M. Drummond.

#### The Man and the Corporation.

Much sympathy has been expressed over the ousting of George Westinghouse, the inventor and founder of the great Westinghouse Company, from the position he occupied as President. The incident illustrates once more and forcibly the fact that in this commercial age the individual is forced to give way to the corporation when the demands of inexorable circumstances compel sacrifice in the interests of shareholders and the business.

It is pointed out that the genius of making and marshaling dollars, apparently is not compatible with that other kind of genius which by inventions revolutionizes processes and brings out great labor-saving devices and machinery. In his own sphere, that of the inventor, Mr. Westinghouse was perhaps without a superior. As an executive, director of a huge corporation, the primary object of which, it is not denied, was the making of dollars to pay dividends, it is alleged that he failed to make good. Upon that rock harmony between George Westinghouse, inventor, and Robert Mather, practical business man, was wrecked. The imperious nature of the former could not stand the inflexible will of the latter; friction created a chasm that no sentiment could bridge.

Sentiment would have kept Mr. Westinghouse in his position, but sentiment does not move great corporations.—Commercial Journal.

#### The Value of Advertising.

Making people want the goods is, after all, the secret of getting business, if there is any secret. Make the public want what you have to sell and the sale is half made. It all depends on your advertising. You can not catch fish with a rifle, neither can you shoot game with a rod and reel, and if you obtain good results from poor advertising it is because a miracle has been worked.

A shipbuilder who could construct a vessel all ready for the water and then not launch it because he could not afford tallow to grease the ways, would be a fit candidate for a lunatic asylum. Yet he is no worse than the dealer who has built up a business and then refuses to boat it upon the sea of business because he can not afford to advertise.

Every business man can afford to advertise. It is not enough for him to stock his floors with a conglomerate mass of merchandise and then calmly await the arrival of purchasers. He must create each piece as it will look in the home of the consumer. All this, of course, after he has put a suggestive advertisement in the paper.—Commercial News.

You can not judge the strength of the pill by the sweetness of its sugar coating.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Bacciae, Balsamum, Cortex, Extractum, Ferru, Flora, Folia, Gummi, Herba, Magnesia, and Oileum. Includes a large advertisement for HOME COMING August 22 to 27, 1910, and Grand Rapids Holiday Goods.

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. Please reserve your orders for us as our offerings are greater and more complete than ever before.

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 Markets By Columns

Table with columns A through Y listing various grocery items and their market status (Advanced or Declined).

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BUTTER COLOR, CANDLES, CARBON OILS, CANNED GOODS, CEREALS, CHEESE, COCOANUT, COFFEE, COGNAC, CREAM, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALT, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 2: OYSTERS, PLUMS, PEAS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, CARBON OILS, CEREALS, BREAKFAST FOODS, BEANS, BLUEBERRIES, BROOK TROUT, CLAMS, CORN, CRACKERS, CRACKNELS, CHEESE, CATSUP, LOBSTER, MACKEREL, MUSHROOMS, BUTTONS.

Table 3: CHEWING GUM, CHICORY, CHOCOLATE, CIDER, SWEET, COCOA, COFFEE, COGNAC, CREAM, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, HERBS, HIDES AND PELTS, JELLY, LICORICE, MATCHES, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALT, SOAP, SODA, SPICES, STARCH, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 4: COCOANUT MACAROONS, COCOANUT HONEY CAKE, COCOANUT HON. FINGERS, COCOANUT HON. JUMBLES, 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 WAFER, LEMONA, MARY ANN, MARSHMALLOW WALNUTS, MOLASSES CAKES, MOLASSES CAKES ICED, MOLASSES FRUIT COOKIES, MOTTLED SQUARE, NABOB JUMBLES, OATMEAL CRACKERS, ORANGE GEMS, PENNY ASSORTED, PENNY 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 ICED, SUGAR CAKES, SUGAR SQUARES, LARGE OR SMALL, SUNNYSIDE JUMBLES, SUPERBA, SPONGE LADY FINGERS, SUGAR CRIMP, VANILLA WAFERS, WAVERLY.

Table 5: FESTINO, BENT'S WATER CRACKERS, CREAM TARTAR, DRIED FRUITS, CALIFORNIA APRICOTS, CORSICAN CITRONS, CURRANTS, PEEL, CALIFORNIA PRUNES, FARINACEOUS GOODS, FARINA, HOMOINY, PEARL BARLEY, PEAS, TAPLEA, FLAVORING EXTRACTS, LEMON, VANILLA, JAXON BRAND, GRAIN BAGS, GRAIN AND FLOUR, WINTER WHEAT FLOUR, FLOUR IN BARRELS, LEMON & WHEELER CO., WORDEN GROCER CO.'S BRAND, QUAKER, SORBETTO, NABISCO.

6

Table with 2 columns: Product Name and Price. Includes items like Kansas Hard Wheat Flour, Spring Wheat Flour, and various flours and meals.

7

Table with 2 columns: Product Name and Price. Includes PROVISIONS, Smoked Meats, Sausages, and various meats.

8

Table with 2 columns: Product Name and Price. Includes Mess, 40 lbs., Mess, 10 lbs., and various oils and specialties.

9

Table with 2 columns: Product Name and Price. Includes 2 1/2 lb. cans, Pure Cane, TEA, and various beverages.

10

Table with 2 columns: Product Name and Price. Includes Butter Plates, Churns, Soap, and various household items.

11

Table with 2 columns: Product Name and Price. Includes Pelts, Fallow, Wool, and various animal products.

# 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



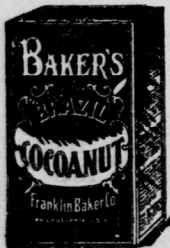
S. C. W., 1,000 lots ..... 31  
El Portana ..... 33  
Evening Press ..... 32  
Exemplar ..... 32

### Worden Grocer Co. Brand

Ben Hur ..... 35  
Perfection Extras ..... 35  
Londres ..... 35  
Londres Grand ..... 35  
Standard ..... 35  
Puritanos ..... 35  
Panatellas, Finas ..... 35  
Panatellas, Bock ..... 35  
Jockey Club ..... 35

## COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case .. 2 60  
36 10c pkgs., per case 2 60  
16 10c and 38 5c pkgs., per case ..... 2 60

## FRESH MEATS

Beef  
Carcass ..... 6 1/2 @ 9 1/2  
Hindquarters .. 8 @ 10 1/2  
Loins ..... 9 @ 14  
Rounds ..... 7 1/2 @ 9  
Chucks ..... 7 @ 5  
Plates ..... @ 5  
Livers ..... @ 5

## Pork

Loins ..... @ 16  
Dressed ..... @ 11  
Boston Butts ..... @ 15  
Shoulders ..... @ 12 1/2  
Leaf Lard ..... @ 13  
Pork Trimmings ..... @ 11

## Mutton

Carcass ..... @ 10  
Lambs ..... @ 12  
Spring Lambs .. @ 13

## Veal

Carcass ..... 6 @ 9

## CLOTHES LINES

Sisal  
60ft. 3 thread, extra.. 1 00  
72ft. 3 thread, extra.. 1 40  
90ft. 3 thread, extra.. 1 70  
60ft. 6 thread, extra.. 1 29  
72ft. 6 thread, extra..

## Jute

60ft. .... 75  
72ft. .... 90  
90ft. .... 1 05  
120ft. .... 1 50

## Cotton Victor

50ft. .... 1 10  
60ft. .... 1 35  
70ft. .... 1 60

## Cotton Windsor

50ft. .... 1 30  
60ft. .... 1 44  
70ft. .... 1 80  
80ft. .... 2 00

## Cotton Braided

50ft. .... 1 35  
40ft. .... 95  
60ft. .... 1 65

## Galvanized Wire

No. 20, each 100ft. long 1 99  
No. 19, each 100ft. long 2 10

## COFFEE

Roasted  
Dwinell-Wright Co.'s B'ds.



White House, 1lb. ....  
White House, 2lb. ....  
Excelsior, Blend, 1lb. ....  
Excelsior, Blend, 2lb. ....  
Tip Top, Blend, 1lb. ....  
Royal Blend .....  
Royal High Grade .....  
Superior Blend .....  
Boston Combination .....

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

## FISHING TACKLE

1/2 to 1 in. .... 6  
1 1/4 to 2 in. .... 7  
1 1/2 to 2 in. .... 9  
1 3/4 to 2 in. .... 11  
2 in. .... 15  
3 in. .... 20

## Cotton Lines

No. 1, 10 feet ..... 5  
No. 2, 15 feet ..... 7  
No. 3, 15 feet ..... 9  
No. 4, 15 feet ..... 10  
No. 5, 15 feet ..... 11  
No. 6, 15 feet ..... 12  
No. 7, 15 feet ..... 15  
No. 8, 15 feet ..... 18  
No. 9, 15 feet ..... 20

## Linen Lines

Small ..... 20  
Medium ..... 26  
Large ..... 34

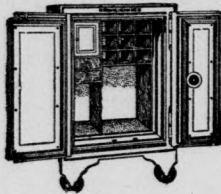
## Poles

Bamboo, 14 ft., per doz. 55  
Bamboo, 16 ft., per doz. 60  
Bamboo, 18 ft., per doz. 80

## GELATINE

Cox's, 1 doz. Large .. 1 80  
Cox's, 1 doz. Small .. 1 00  
Knox's Sparkling, doz. 1 25  
Knox's Sparkling, gr. 14 00  
Nelson's ..... 1 50  
Knox's Acidu'd. doz. 1 25  
Oxford ..... 75  
Plymouth Rock ..... 1 25

## SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

## SOAP

Beaver Soap Co.'s Brand



100 cakes, large size.. 6 50  
50 cakes, large size.. 3 25  
100 cakes, small size.. 3 35  
50 cakes, small size.. 1 95

## Tradesman Co.'s Brand



Black Hawk, one box 2 50  
Black Hawk, five bxs 2 40  
Black Hawk, ten bxs 2 25  
TABLE SAUCES  
Halford, large ..... 3 75  
Halford, small ..... 2 25

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

# Why we ask your business in Dry Goods and Clothing

Mr. General Merchant, these are the solid business grounds on which we ask your business in Dry Goods and Clothing:

We specialize in popular priced goods, which are the fastest sellers and best trade pullers in any store. In goods to retail at 5c, 10c, 25c and other popular prices, our lines are the longest and strongest in the trade.

We do not press you to buy a quantity. You may buy one dozen or twenty dozen as you like. The price is the same.

We make it our business to carry a complete stock of Fall and Winter goods until late in January. Therefore you may buy a minimum quantity now and re-order as often as you like. By carrying the surplus stock for you we free your capital and space to be used for other lines not now handled, so that with no greater investment or expense you can do more business.

We buy for FIVE great distributing houses—for already orders are being placed for our new house to be opened shortly in Dallas.

Will you not do, not us, but yourself, the favor of comparison? The Fall and Winter lines are now on show in TWELVE cities.

# BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

New York, Chicago, Minneapolis, St. Louis

Sample Houses: Baltimore, Cincinnati, Dallas, Kansas City, Milwaukee  
Omaha, San Francisco, Seattle



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

**BUSINESS CHANCES.**

**For Sale**—A first-class grocery store in Central Michigan city of 7,000 population. Stock invoices about \$2,000. Doing about \$20,000 business per year. Must sell at once. Good reason for selling. Address No. 796, care Michigan Tradesman. 796

**For Sale**—To close an estate. A wall paper, picture framing and general bazaar stock. Old established business in growing town. Pelton & McGee, Attorneys, Pontiac, Mich. 799

**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. Will take half cash down, and balance on time with good security. For further particulars enquire of S. A. Hewitt, Monterey, R. F. D. No. 6, Allegan, Mich. 800

**A Good Opening** for a combined stock of dry goods and clothing in a good county seat town of 1,500 to 1,800 population; the best room and location. Write A. D. Lemmon, Guthrie Center, Ia. 784

**Read This, Mr. Merchant**

Why not permit me to conduct a big July or August sale on your stock? You'll clean up on old goods and realize lots of money quickly. Remember I come in person, qualified by knowledge and experience. Full information on request.



**B. H. Comstock,**  
Toledo, Ohio

**907 Ohio Building**  
**For Sale**—A good paying milk route; only one in a town of 2,000; must sell at once at a sacrifice. Address Lock Box 223, Holly, Mich. 785

**For Sale**—Hotel; the furniture, fixtures and lease of the Albion House, the only hotel in this county seat, town of 1,600; have other business and will sell cheap if taken soon; part cash and easy terms on balance. E. L. Adair, Albion, Ind. 786

**To Rent**—Modern store, splendid opportunity; only two dry goods stores in town. Mrs. Iver Larsen, Decorah, Ia. 787

**For Sale**—Bazaar store in good location. Wish to retire. Mrs. Alice Lake, McBride, Mich. 788

**Opportunity of a Life Time**—A strictly clean up to the minute stock of general merchandise for sale, located in a Southwestern Minnesota town of ten hundred where we always have good crops and this year we have a bumper crop. Stock consists of dry goods, clothing, furnishings, shoes, crockery and groceries. This summer every dollar's worth of undesirable goods in the store were traded for land. Stock has not been reduced for selling but all stock are about complete for this season. Double store building hundred by fifty, renting for \$65 month. Owner wants to get into a wholesale proposition. Address 739, care Michigan Tradesman. Will invoice about \$25,000. 789

**A TRIAL PROVES THE WORTH**

Increase your business from 50 to 100 per cent. at a cost of 2 1/2 per cent. It will only cost you 2c for a postage stamp to find out how to do it, or one cent for a postal card if you cannot afford to send a letter. If you want to close out we still conduct auction sales. G. B. Johns, Auctioneer and Sale Specialist, 1341 Warren Ave. West, Detroit, Mich.

**For Sale**—\$2,000 stock of groceries and notions for \$1,500 if sold at once in a good farming country. Address No. 790, care Michigan Tradesman. 790

**Bakery For Sale**—An established bakery, candy, and ice cream factory; catering business; a rare opportunity; most promising town; residence district of Gary; interurban line, suburban service. Address Chesterton Bakery, Chesterton, Ind. 791

Anything valuable taken as payment toward my store or \$2,500 general stock in Antrim county on very easy terms. Retirement, care Michigan Tradesman No. 792. 792

\$2,800 new frame store near Petoskey for property or stock of merchandise. Will pay cash difference. No. 792, care Michigan Tradesman. 792

**For Sale or Rent**—Two-story pressed brick building, 44 x 100, besides basement, on corner of Main street in Decorah, Iowa; also one-story building adjoining 44 feet front. Can be fitted up for general merchandise, fair, furniture or seed store or farm machinery. Correspondence solicited. J. J. Marsh, Decorah, Ia. 793

**\$2,000 Net Profit a Year** in this Business—If you are interested in a clean mercantile business than can be bought for 75 cents on the dollar, that will positively make you \$2,000 a year, clear above all expenses, address at once No. 801, care Michigan Tradesman. This will require an investment of about \$3,500. Must be sold quick. Best reasons for selling. 801

**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

**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

**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

**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

**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.

**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-gulf 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

**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**—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 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

**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

**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 36. 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

**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. 754

**Farmers**—Timber and cut over lands for sale. On easy terms. For particulars address J. R. B. Moore, 1014 Southern Trust Bldg., Little Rock, Ark. 757

**For Sale**—Outfit for the manufacture of canvas gloves. New. Never been used. Would consider trade. Address M., care Tradesman. 753

**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**—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

**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**—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

**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, 17 1/2 x 60 ft., with basement, shelving, counter, desk, light fixtures, shades, screens, awning frame. Good location. Good opening. Reasonable rent. Population 3,000. Julius R. Liebermann, St. Clair, Mich. 726

**Yellow pine stumpage** for sale, reasonable terms, ten million feet within three miles of the Norfolk and Western railway. Good logging section, \$30,000. Can sell half if desired. Address Lock Box 37, Blackstone, Va. 724

**For Sale**—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

**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. 543

**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**—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.**

**Safes Opened**—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich. 104

**Wanted**—Tinner. Would prefer a tinner and plumber. Must be sober and industrious. Steady job. Address, Chas. A. Ireland, Ionia, Mich. 794

**Commission Salesman Wanted**—Short selected line of 12 samples. Men's McKay shoes \$1.60 to \$2.00. All solid. Address Shoes, P. O. Box 55, Haverhill, Mass. 795

**Splendid opening** for capable, reliable dry goods man with some capital to secure control of a business capitalized at \$35,000. Best store in best town in New York State. Address Box 1167, Penn Yan, N. Y. 797

**Salesmen and Saleswomen Wanted**—Thousands of good positions now open, paying from \$1,000 to \$5,000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions paying from \$100 to \$500 a month and expenses. Address nearest office. Dept. 286 National Salesman Training Association, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco. 798

**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

**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.**

**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.

**COUPON BOOKS**

SUCCESSFUL BOOK-KEEPING DISBURSED ACCOUNTS ASSURE PROFIT BAD DEBTS CONTENTMENT

We make four grades of books in the different denominations.

**CIRCULARS ON INQUIRY TRADESMAN COMPANY, GRAND RAPIDS, MICH**

### KNOCKING THE RETAILER.

#### An Ugly Story Which Ought Not To Be True.

Written for the Tradesman.

To be perfectly frank about the matter, I do not know whether this story is true, or whether it is a base fabrication. It certainly ought not to be true, but so long as the interests of the manufacturers who pay wages and the retailers who receive those wages in exchange for the necessities of life are opposed to each other, there is no good reason for supposing that such incidents do not occur.

It was Millspaw who told the story to me. I call him Millspaw because that is not the name on the sign over his up-to-date grocery. He says he knows the story to be straight goods, but, then, he may be prejudiced.

"A few months ago," he began, "there was a man came to town who was looking for a location for a large machine shop. He made a good showing to the committee of business men appointed to confer with him, and it looked for a time as if we were going to acquire a concern which would employ a thousand men, thus increasing the population of the town about five thousand.

"That looked pretty good to the retail merchants. Our town, as you know, is not a large one. About all it can boast is a lot of enterprising merchants and plenty of room to grow in. Also it has a number of factories employing about the same grade of skilled mechanics which the proposed factory would employ.

"We got along all right with the advance man of the large concern. He wanted a factory site, and we agreed to contribute that. Then he wanted a cash bonus. We had never given a cash bonus, and there came a hitch right there. Still, the concern was such a whale, and would do so much for the town—so much for the retailers, and real estate men, and builders of the city—that we thought the money could be raised. The merchants were, of course, especially anxious that this should be done, that the sum demanded should be raised at once and the shops secured without delay. The matter was discussed from every point of view, and the advance man went back to his plant with the understanding that the money would be put up.

"We grocers were mighty enthusiastic about the matter. A thousand men would mean about \$12,000 to be spent in the town every week, at least, and trade to the extent of \$2,000 a day is not picked up every month. The real estate men also saw their lots covered with fine cottages built from the lumber yards of the town. It was a pretty dream, wasn't it?

"Well, in time we woke up. We discovered that the interests of the business men of even a small city are often opposed to each other. The advance man came back with his heavy stockholders and his board of directors and camped on the trail of the business committee. The cash bonus proposition had not been fully decided upon, but the retail men

would have fixed that in short order if it had been left to them—the retail men and the real estate and lumber-yard men.

"When we got together one of the members of the committee, a manufacturer, said he had a few questions to ask before the cash bonus matter was taken up, and the advance man told him to go ahead. You see, the thing was regarded as virtually settled.

"What wages are you going to pay?" asked the manufacturer.

"This pleased the retail merchants. You know how it is yourself. If the shops of a city pay good wages the merchants sell goods upon which there is a fair profit. A high grade of foodstuffs is sold, and the mechanics wear good clothes and build good houses. If low wages are paid in a town the flour and bean man, and the cotton suit man, get about all the coin. It is the few dollars above actual living expenses that workmen get that make the town, that spell prosperity. You know that as well as I do. It is the surplus that counts. So we were glad when this manufacturer asked what wages the new concern would pay. You see, we thought he was plugging for us.

"Was he? Not so you could notice it. He was on the job of looking out for little old Number One, which, after all, is the only really important numeral in the arithmetic. If each number one is all right the world moves. If every number one is all to the bad there is no necessity for any world at all. Study that out when you have a little time.

"We expect to pay good wages," replied the President of the new concern.

"The reply to this was to the effect that the business men were from Missouri. 'We are not going to put up our good money,' observed a clothier, 'to get a concern here which will pay out just enough money to garb its employes in hand-me-down suits of the sweat-shop variety. We have a good class of mechanics here now, and we don't want a lot of cheap dubs who will work for \$7 a week unloaded on us. Our county home is not large enough to provide for the widows and orphans of that sort of a population. We want a bill of particulars.'

"Right there I thought the manufacturers of the town began to look a little cross-eyed at the retail men. The advance man hemmed and hawed and held a consultation with the President of his company. When they came back to out-loud talk again the President said:

"It is hard to lay down a scale of wages here and now. Industrial conditions may change, and we have not yet formed the habit of putting Christmas presents into the pay envelopes of our men. However, we want you to understand that we are going to pay the top wages.'

"We retail men thought we had found our man at last. We congratulated ourselves that Moses was not the only one to lead the struggling poor out of bondage. I wanted to

get up right there and subscribe a thousand dollars to the bonus fund. I saw a new coffee-grinder in my front window and a new door with a glass panel in my little cottage on the hill.

"How much will you pay?" asked one of the merchants.

"Well," said the President, "we are obliged to have a high grade of men. Our workmen have to be experts. Not only that, they have to be steady and dependable. We are obliged to pay wages which will hold the men. We can't start a lot of work and have our mechanics leaving us because they can get a few cents a day more in some other town. As has been said, we mean to pay the top wages.'

"What do you mean by top wages?" asked a manufacturer.

"Give us an illustration," said a dry goods man. "Suppose a man is expert and dependable, able to do your best work. How much would you pay him?"

"A man who was dependable, and able to do our best work," was the reply, "would receive about six dollars a day."

"You could have lighted a store with the faces of the retailer. Six dollars a day! That was going some. But the manufacturers did not appear to enthuse. They whispered together in a corner and remained silent. Then a grocer asked:

"About how much would you pay a common man, a man capable of running a machine, and doing work of that kind—of running a machine or putting the work together? What would be the average wages in that class?"

"That is a difficult proposition," said the President, "but I'll say that under present industrial conditions we would pay such a man as you describe from three to four dollars a day."

"You can't do it and pay dividends!" cried a manufacturer.

"We are not anxious to pay such wages," was the reply, "but if you will look over the pay rolls of our competitors you will see that they are paying rather more than the prices I have mentioned. If we get good men we've got to pay the going wages. If we succeed in hiring men for less, our competitors will get them away from us as soon as they understood their business. No, we've got to pay about the wages suggested. Perhaps a little more. How do they suit you?"

"We don't have to pay such wages," said a manufacturer, "and we've got good men."

"We shall be glad to take lessons from you," said the President. "We are not anxious to pay such wages."

"You see the thing was getting a little mixed. Perhaps you can see what awoke the retailers from their dream.

"Of course," said another manufacturer, "we want to see our workmen prosperous, but we don't care to turn our plants over to them. Your men are in the same class as our men—our men in the shops—and if you pay such wages as you suggest

where will we come out? You'll either get our good men away from us or there will be calls on us for a new wage scale. You ought not to make any such promises with regard to wages.'

"Why, I thought you would all be glad to have us pay top wages," said the President, getting red in the face and seeing where the shoe was going to pinch.

"We want to see good wages paid, in the interest of our merchants," said a manufacturer, "but we want you to start in just as you can finish. We are not knocking on your wage scale."

"No, sir, go ahead and pay all you can. It will help the town."

"This from another manufacturer. The retailers went over and took the manufacturers by the hand. Then a grocer proposed that the cash bonus proposition be taken up, and that those present put down their names for what they would contribute toward it.

"Yes," said a manufacturer, "we'll consider that proposition, only Mr. Cogwheel, and Mr. Sticker, and Mr. Ripsaw are not here, and hadn't we better put final action off until we confer with them?"

"Did they put final action off? You bet they did! It is still off! The manufacturers didn't withdraw their contributions because of high wages! No, of course not. They pulled out because of the cash bonus proposition. At least that is what they said. Why, do you think they would oppose a concern coming to town—a concern that would pay \$3 to \$6 a day to mechanics and dump \$12,000 into the city every week? Of course they wouldn't! They think too much of their town for that! But, look here, what about the new concern disturbing the wages scale?"

"Well, we didn't get the new shops. The city that did get them has grown ten thousand in no time. I'm not saying the concern would have come here if they had proposed a lower wage scale. The manufacturers bucked solely for the reason that they could not consent to a cash bonus! Rats! They make me weary!" Alfred B. Tozer.

#### Afloat Over Eleven Years.

A life preserver from the steamer Portland which was lost in a blizzard November, 1898, was picked up at Pleasant Beach, near Cohasset, Mass., a month or two ago. Although tossed about by the ocean for more than eleven years, it is in a fairly good state of preservation. No other instance of life preservers lasting so long is known.—Popular Mechanics.

#### BUSINESS CHANCES.

For Sale—One of the best grocery stores in the city of Flint. Stock and fixtures inventory about \$2,000. Address No. 802, care Michigan Tradesman. 802

\$2,100 buys established grocery in Grand Rapids; rent \$25; weekly cash business \$400; clean stock; modern fixtures. C. Visner, 419 Widdicomb Bldg., Grand Rapids, Mich. 805

Assured income, either sex. No canvassing; bonafide business; best proposition on market. Ten cents brings supplies. Fan-Cope Specialty Co., Marion, Ind. 804

For Exchange for merchandise, fifteen hundred acre Mississippi plantation, well improved, richest soil in the world. Will double or treble in value in five years. Address Box 686, Marion, Ind. 802



# A Pure White Strain

WHITE House Coffee: *WHITE* House Coffee: *WHITE* House Coffee. This coffee is as "white" as its name—straight goods, square goods, genuine goods, reliable goods, satisfactory goods. And its name is "WHITE" House Coffee. There's *ONLY ONE* "WHITE House" Coffee—the slickest coffee known to the trade—the coffee *Best known by Name*—the coffee that can have **no substitute** in the hearts of thousands of people who **call for WHITE House Coffee** as religiously as they believe in it.

**Symons Bros. & Co.**

Wholesale Distributors Saginaw



## You Can Take an Afternoon Off

and not be worried about your accounts if you use

### THE McCASKEY ACCOUNT REGISTER SYSTEM

First and Still the Best

Sixty Thousand merchants in the United States, Canada and abroad say The McCaskey System saves time, labor, worry and money. **With One Writing** it does everything accomplished with from three to five writings in day books, journals, ledgers, etc. We have a booklet called "System" that you should have. It is free for the asking.

**THE McCASKEY REGISTER CO., Alliance, Ohio**

Manufacturers of Duplicating and Triplicating Sales Books in all varieties  
 Grand Rapids Office: 286 Sheldon St., Citizens Phone 9645  
 Detroit Office: 1014 Chamber of Commerce Bldg.  
 Agencies in all Principal Cities

# 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.

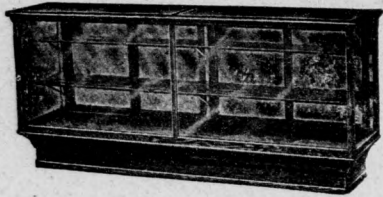
Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." **Neither statement is true.** Kellogg packs in his own packages only, which bears his signature.

*W. K. Kellogg*

KELLOGG TOASTED CORN FLAKE CO.

Battle Creek, Mich.

# We Are Ready for Fall



With a stock of 1,500 Show Cases already for shipment

If you place your order for the

**Wilmarth**  
THE CASE WITH A CONSCIENCE

Show Cases or Store Fixtures you will get prompt service  
the very finest possible workmanship  
and the right price

Complete catalog and prices on application

## Wilmarth Show Case Co.

936 Jefferson Ave.

Grand Rapids, Mich.

Downtown Salesroom—58 S. Ionia St.

Detroit Salesroom—40 Broadway

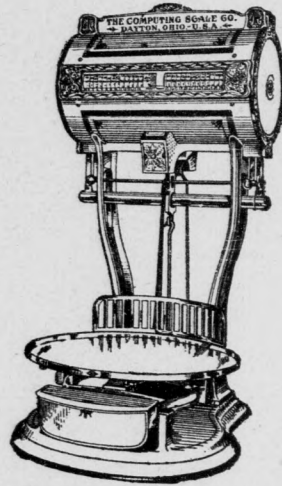
# NOTICE

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



Common-Sense  
On Safes

# RUNNING A BUSINESS

## Is Like Running an Automobile

The minute you take your hand from the wheel and your eyes from the road ahead of you, the nurse will soon be tiptoeing out of the room and stating to your anxious creditors that you may possibly survive, but that the chances are decidedly against you.

## Keep Your Eye on Your Business Road

You can insure muslin, crackers, shoes and other merchandise against fire, but you cannot insure your accounts against a loss of this kind.

## A Good Safe

Is the only fire insurance you can carry on valuable papers and book accounts.

ASK US FOR PRICES

Grand Rapids Safe Co.

Tradesman Building  
Grand Rapids, Mich.