

All I Want Is Peace

I want no palace and vast estate,
I want no station that men call great,
I want no gold beyond my need,
I want no itch in a palm of greed;
But when day is done
And my labors cease
I want to go home
To rest and peace!

I want to go home to peace and rest;
I want to go home to a quiet nest
That's all my own, where no harsh word
Is ever spoken—or ever heard;
Where the heart's as light
As the lamb's new fleece;
I want to go home
To rest—and peace.

I want to go home, if there I find
Content and rest and peace of mind;
But if, perchance, it's a place of strife
With a cranky man or a shrew of a wife—
Well, perhaps, at that,
If I dared to roam,
'Twould be just as bad,
So I'd better go home!

Somebody

Somebody thinks the world all wrong
And never has a word in its praise;
Somebody sings the whole day long,
Likes the world in all its ways.
Somebody says it's a queer old place,
Where none of the people do as they should,
Then somebody thinks it full of grace
And wouldn't change the folks if he could.

Somebody calls it cruel and cold,
Full of sin and sorrow and pain,
Where life is but a search for gold,
And souls are lost in selfish gain.
Somebody merrily laughs—and cries,
"Hurrah for such a dear old earth,
Success shall crown the man who tries
To make his mark by honest worth."

Somebody groans and shakes his head,
Calls his lot a wretched one;
Somebody wishes that he were dead,
'Cause somebody else has all the fun,
But still, I fancy, you're sure to find,
Through good or evil, or pain or care,
One certain fact—so make up your mind
That—Somebody always gets his share.

The Heaviest Offense

Under our form of government all authority is vested in the people and by them delegated to those who represent them in official capacity. There can be no offense heavier than that of him in whom such a sacred trust has been reposed, who sells it for his own gain and enrichment. He is worse than the thief, for the thief robs the individual, while the corrupt official plunders an entire city or state. He is as wicked as a murderer, for the murderer may only take one life against the law, while the corrupt official and the man who corrupts the official alike aim at the assassination of the commonwealth itself. The first requisite of successful self-government is unflinching enforcement of the law and the cutting out of corruption.

Theodore Roosevelt.



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.

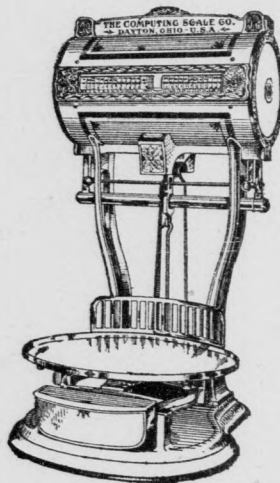
A Reliable Name
And the Yeast
Is the Same

Fleischmann's

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 comput-
ing 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 in-
structed to prosecute such suit to a success-
ful 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 pos-
sible, 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

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 10, 1910

Number 1403

SPECIAL FEATURES.

Page	
2.	Indiana Items.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Tomato Hungry.
7.	The City of Roses.
8.	Editorial.
9.	Newspaper Premiums.
10.	Behind the Counter.
12.	Butter, Eggs and Provisions.
14.	The Famous Cow War.
16.	The Human Side.
20.	Woman's World.
22.	Dry Goods.
24.	Should Work Together.
28.	Effective Advertising.
30.	The Common House Fly.
32.	Shoes.
34.	Paying Off the Indians.
36.	Stoves and Hardware.
37.	Gradual Growth.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

DIFFERENCE IN METHODS.

The methods pursued in the arrest and imprisonment a few days ago at Quebec, Canada, of Dr. Hawley H. Crippen and his female companion, charged with the murder of the former's wife in London, differ so radically with what we are accustomed to in this country that they have occasioned comment. Certainly Scotland Yard, the great central detective bureau of London, did not greatly distinguish itself in ferreting out the missing suspects, but in making the arrest Inspector Dew, of Scotland Yard, and the Canadian police officials with him were careful to avoid the customs that are so familiar in police work in the United States. The two prisoners were subjected to no harsh treatment or humiliation. They were both promptly informed the moment of arrest that anything they might say would be used against them, and in that way they were warned of their rights under the law.

The notorious third degree, to which criminal suspects are generally subjected in this country, were entirely absent in the handling of the Crippen case. Had the arrest occurred in New York or anywhere else in this country Crippen and his companion would have been subjected to the most approved methods of the third degree, or sweating system, in the hope of extorting a confession by breaking down the prisoners' nerve. To the average American policeman the courteous and considerate treatment accorded Crippen must have appeared amazing. Evidently English and Canadian police are forced to assume that accused persons are innocent until proved guilty, and that, therefore, to attempt to force confessions from them is a violation of their constitutional rights.

Of course, our police methods are different from those of England. It is the business of our police to discover evidence. All that is required of the English police is to catch the accused parties. It does not appear that they are more successful than

ours. When we come to the courts there is a difference in favor of England. In England especially criminals are promptly and inexorably punished when convicted, and there are many more convictions than with us. No pettifoggery or quibbling is permitted. Trial follows speedily on apprehension and punishment follows conviction swiftly. But despite this firm administration of justice, which has made the law respected in England, the rights of accused persons are scrupulously protected.

THE FRESH AIR CHILDREN.

No current call for charity appeals more forcible to a thinking people than the New York Tribune's "fresh air children." This fund maintains at its own expense 4,000 tenement children of the metropolis, yet there are 6,000 more pleading with tearful eyes for a glimpse of the real fairyland. These can only be accommodated as public enterprise and generosity open the doors of private homes. The children range in age from 6 to 12½ years, and are examined by the Board of Health twenty-four hours before leaving the city, besides being made by a committee in charge as clean as soap and water will render them. Thus the utmost precaution is taken to make them unobjectionable in the home.

The call issued "To those who love God and little children" is touching in the extreme. Many of these little ones have never seen a field of grass where they could frolic at will; never paddled in the pebbly brook or listened to the song of the wild bird; never seen the blue of heaven save in small patches. They have felt the scorching glare of the sun on the stone pavements but have never beheld its gorgeousness as it bids good night to earth. Surely there is no easier way to prove to them the goodness of God than to entertain them for a fortnight in the midst of his bounties.

There are many farm homes which would be open to the call if their inmates but understood the need. There are others where the financial burden is pressing, and so the doors remain closed. Some of these need but a word of explanation or the material assistance which insures no cash outlay. Do you not know of one into which a waif would be admitted if you would but offer to help out with bread or some of the various goods which you handle? Though you have not the country home to offer, a bit of help in this way might be the means of opening to one waif, the way to a better life.

If business doesn't come your way, go out into the highways and the byways and invite it in.

CAMPAIGN AGAINST CANCER.

Cancer, slow-moving and never breaking out in sudden and serious epidemics, is nevertheless one of the most dreaded diseases known to man, and despite the advance in modern medical research positively nothing is known of its causes and just as little in the way of a cure for it has been attained.

Some time ago George Crocker, a wealthy citizen of New Jersey, donated to Columbia University \$50,000 to be used in the study of the disease, from which his wife had died and with which he himself was suffering.

Recently Mr. Crocker was carried off by the disease, and he left an estate worth \$1,500,000 to the University, to be devoted to the investigation of the causation and cure of the disease.

Cancer is charged to some living germ, not yet identified, that finds lodgment in the human body, but whether it is an animal or vegetable germ is not yet determined. It seems to have many of the characteristics of vegetable nature or origin, and in this connection an interesting statement is made by Dr. Isaac Levin, pathologist in Columbia University, in an article in the American Reviews of Reviews for July.

The doctor says: "While the work is not yet completed, most significant results have already been obtained from the investigation among the Indians. The Indian population, according to the last report of the Commissioner of Indian Affairs, is 199,184. The entire population is confined within reservations under control either of Government agents or of superintendents of Indian schools. In each reservation or agency there also resides a Government physician. There are in all 130 physicians thus employed by the office of Indian Affairs of the Department of the Interior. With the aid of these physicians data were obtained from a population of 115,455 Indians, extending over twenty years. Twenty-nine cases of cancer were encountered. The Indians are under the strict supervision of the agency physicians, so that the disease could not have been overlooked in any case. Thus it is justifiable to assert that cancer is of rare occurrence among the American Indians. The investigation did not reveal any difference in the longevity between American Indians and their white neighbors. Consequently this infrequency of cancer can not be accounted for on the assumption that the Indians do not reach the cancer age."

As the American Indians, except in extreme cases, where they were forced to resort to wild roots and berries, have always subsisted on animal food, it may be said exclusively, it might

be suggested that cancer is less likely to originate with animal than with vegetable diet; however, mere suggestions are worth nothing. Cancer is as old as the world, and was known in every age. The famous "Papyrus Ebers" of the Egyptians and the writings of Hippocrates, the "father of medicine," contain descriptions of the disease.

It is profoundly hoped that the George Crocker fund will give such aid to the scientific study of this dreadful disease as will make known its causation and cure.

THE FALL OF BRYAN.

On the one side we hear that the Nebraskan leader has been hopelessly downed by his own party; on the other that he will as surely rise again. Whether or not Bryan ever attains again to the leadership of the Democratic party his friends have certainly cause for congratulation that he went down in a good cause. And if this defeat but inspires in the hearts of other temperance leaders in other parts of this land a greater zeal—the needed ounce which transforms defeat to victory—then will Bryan cease to feel that he has been truly vanquished.

In fact, even now, he can scarcely call it defeat; for no one doubts his sincerity. He has fought determinedly for principles which he believed to be right. Local option may receive temporary defeat; the entire temperance movement may meet with reversals for the time; but its ultimate victory is as certain as is that of the prevalence of Christianity. The crucifixion came before the resurrection.

There was, no doubt, disappointment and humiliation in the heart of Bryan as he noted the departure from his ranks of those whom he had counted as his followers. But the feeling that he was outvoted in a cause which he himself deemed right is the best balm for healing the wounds. A great man is not put down by mere difference in opinion or political scheming. His influence widens out beyond these and, although it may be applied in a different way, it will not be shut up in a bottle. His so-called defeat may be but the means to call forth renewed activity in another direction. "We mount to heaven," said Bronson Alcott, "mostly on the ruins of our cherished schemes, finding our failures were successes." And this man, who could not support his family, proved the truth of his statement by leaving a daughter who relieved the home from poverty and rounded out the work of her father with financial as well as literary rewards.

The secret of right living is right living in secret.

INDIANA ITEMS.

Business News From the Hoosier State.

Muncie—The Miller Shoe Co., of Cincinnati, has leased the High street theater building here, in which it will install a branch of its Cincinnati plant as soon as possible. The factory will make shoe uppers exclusively, and it will be in operation September 1, with 150 girls and perhaps fifty men and boys as employees.

Rushville—Lon H. Havens, one of the oldest grocers in this place in point of service, has filed voluntary bankruptcy proceedings. Liabilities, \$4,700; assets, \$495.

Kendallville—George Shew and son Ben have gone to Louisville, Ky., where Ben goes as traveling salesman for the Oliver Plow Works, South Bend, and his father goes to instruct Ben and eight other new men in the work of opening up new territory for the Oliver company.

Indianapolis—The Indianapolis Trade Association will put another spoke in the commercial wheel when the members make a trade extension trip into the territory around Terre Haute Aug. 18 and 19. The Association expects to make trips radiating in every direction from this city throughout the State before its campaign is over. The first trip went to the north, the next to the southeast, and now a line will be run to the southwest. The results of the preceding trips have been so gratifying that those in charge of this part of the Association's activities believe that short trips should be made every month with now and then an excursion into more distant territory. The trip which has just been announced will include sixteen cities and towns as far west as Paris, Ill. A number of other towns in that same district will be included in the big five-day steam road trip early in October. The manufacturers and jobbers making up the Trade Association's membership regard the territory that will be visited this time as extremely important commercially. It is a prosperous community and the local merchants do considerable business. So attractive a field is it, in fact, that the St. Louis and Chicago jobbers and manufacturers are devoting considerable attention to obtaining the trade. Because of this fact the Trade Association officers decided that the sooner the heads of Indianapolis concerns go out to meet these merchants personally the better it will be for the market here. Special attention is to be given to Terre Haute, which is one of the liveliest business towns in the State. The night of Aug. 18 will be spent in Terre Haute and the Indianapolis business men will entertain the Terre Haute merchants at a smoker and reception during the evening at the Terre Haute House. The arrangements are in charge of a committee composed of Henry T. Hearsey, chairman; Samuel G. Van Camp, Claude McElwaine, William A. Holt, W. L. O'Connor and Parker Geddes. During the first day of the trip, which will be over the line of the Terre Haute, Indianapolis & Eastern Traction Company, stops will

be made at the towns between here and Terre Haute. The second morning the special cars will make a trip to Farmersburg and Shelburn, returning to Terre Haute at 9:40 a. m. Five hours will then be spent by the Indianapolis men in making calls on the Terre Haute retail merchants in their own places of business. At 3 o'clock the cars will run to Vermillion and Paris, Ill., from the latter point returning direct to Indianapolis, arriving here at 10 p. m. As on previous trips, the Indianapolis Newsboy Band and a number of automobiles will accompany the excursionists. The band will play in the various towns and the automobiles will be on hand to carry the visitors to outlying districts. The announcement which has been sent out to members says: "We are striking while the iron is hot. Trade extension trip No. 3 offers another bit of territory for you to help hammer into workable shape. Piece by piece we are welding the whole State into a solid market for Indianapolis jobbers and manufacturers, and right now is when every blow counts. We are next reaching out after a section around Terre Haute which has gotten somewhat out of shape because Chicago and St. Louis markets have been battering it. It is, therefore, imperative that every jobber and manufacturer and member of this Association, whose presence will aid in this organized effort to extend and vitalize our acquaintance in this fertile Western Indiana territory, be on hand Aug. 18 and 19. We need at least 200 men who have hardened their commercial muscles by intelligent, persistent business exercise. For you know how futile would be a few tiny taps with forty or fifty tack hammers. There is a natural desire on the part of every merchant to come into touch with the heads of firms with whom they have business dealings. We must make this our best trip and as manufacturers, jobbers and bankers we will present the numerous advantages of Indianapolis as the most dependable and most logical market place in a manner that will prove that this city is undoubtedly the 'heart of trade.'"

Indianapolis—The Mais Motor Truck Co., which was organized and located at Peru a few months ago, is preparing to move to this city. The new organization has been incorporated with a capital stock of \$500,000. The directors are Alfred Markam, Emory W. Spencer and Charles Fisher. The inventor of the truck is A. F. Mais, who will be a heavy stockholder in the new concern. The first truck was completed and successfully tested at Peru a short time ago.

Indianapolis—The Holliday & Wyon Co., manufacturer and wholesaler of saddlery, horse collars and harness, is now located in its new building at Ohio and West streets, opposite Military Park, having moved recently from the old location, Pennsylvania and Georgia streets, where it had been since 1899. The new building is one of the finest in the city, three stories in height and covering 20,000 square feet of ground.

The interior is concrete even to the stairways, and the outside walls are of Colonial brick. The structure has been so built that it can carry three additional stories, and it is expected that these will be added shortly. A complete automatic fire extinguisher system has been installed despite the fact that the building is entirely fire-proof.

Kendallville—Frank B. Iddings has resigned his position as foreign sales manager for the Flint & Walling Manufacturing Co., and the position made vacant by his resignation will be filled by Ralph Geauque, who for some time past has had charge of the export house of the company in New York. Mr. Geauque is a son of C. S. Geauque, the advertising manager of the company, and is well known here, having lived here before going to the East.

Avilla—Elmer E. Gates has resigned his position as buttermaker at the Avilla Creamery Co.'s plant and he and his wife will go to Los Angeles, Calif., to live in a few weeks. Fred Keefer succeeds Mr. Gates.

South Milford—The Farmers' Bank of South Milford has been incorporated with a capital stock of \$10,000. A. N. Jacobs has been elected President and Clyde N. Swogger has been elected Cashier.

Lafayette—Robert Dyer has sold his meat market to William Wilson.

New Albany—The Borgerding Motor Car Co. has been incorporated with a capital stock of \$25,000.

Swayzee—J. H. Galbreath has sold his general stock to Nesbitt & Peters.

Terre Haute—W. G. Valentine has opened a new drug store.

Elkhart—W. A. Hendershott, baker and confectioner, has filed a petition in bankruptcy. Liabilities, \$15,000; assets, \$325.

Indianapolis—Gerrit A. Archibald & Co. have sold their clothing stock to Gates & Barth.

Summit—Thomas & Gramling have sold their general stock to Fred Rudd.

Fairmont—Noah Smith has opened a new grocery store.

Garrett—D. A. Baker has opened a new confectionery store.

Ft. Wayne—The movement for the beautification of the river frontage in this city was endorsed by the Retail Merchants' Association at its meeting Monday evening in the adoption of a resolution which commended the steps for the creation of a water front commission and the securing of a competent engineer to superintend and direct the work. Practically the entire session was given over to the river front improvement idea, and addresses were delivered by C. H. Worden, President, and R. B. Hanna, Secretary of the Civic Improvement Association. Mr. Worden dwelt for the most part on the fact that the merchants would share in the general benefits to follow the river beautification. Mr. Hanna contended that it is impossible to have a clean and beautiful and healthful city with unclean rivers running through it. Petty gambling schemes, now common in many of the cigar stands and saloons, came in for some discussion

at the hands of the merchants, and it was decided to name a committee to confer with the Board of Public Safety in an effort to curb the evil.

Salem—Mrs. Lou Bobbs has sold her restaurant business to Wilbur Miller.

South Bend—S. T. Lauver has sold his confectionery stock to Arch. Massey.

A Few Words About Dividends.

The investor's calculations, hopes and worries may all be summed up in one word—dividends. These represent for him the harvest where he has sown his savings and his thought; any variation means a difference like that between crop failures and bumper yields. More than that, it means the impairing or the augmenting of his capital, through consequent change in market appraisal.

Doubtless among all conditions surrounding dividend action the most disconcerting is that of surprise. An unexpected increase calls, to be sure, for little philosophy; it disturbs only the "might-have-beens" or those who had sold just before the plum fell. It is the sudden cut that tests our fortitude. Without premonition, the defenseless investor is crippled in income and shorn of part of his assets. Thus the National Lead reduction sliced off 40 per cent. of income return, and in a few minutes the selling value of principal was decreased 25 per cent.

In contrast with such precipitous loss is the slow crumbling away in price until so abnormal a yield results that the investor slowly and helplessly realizes that the integrity of his dividend is in danger. Alton is merely a recent instance out of many.

In the first case, of unwelcome surprise, there is the thin consolation of apparent absence of "inside" advantage taken of the impending stroke. There occurs just a scramble wherein the slow shall lose—i. e., those distant from the scene, as are usually the simon-pure investors. Around the wasting away process clings always the uncomfortable suspicion that some folks may have profited from their position; the only offset is the chance that disgust may let out the investor somewhere above bottom.

Is there no possible alleviation of these conditions, of this dilemma of either sudden slaughter or slow torture? Is there not a chance here to prove again the therapeutic value of sunlight? National Lead stockholders had been leaning on the memory of satisfactory figures for 1909 and President Cole's brief communication that "business of 1910 exceeds that of last year and general prosperity of the country justifies a hopeful outlook." Suppose that instead they were given the earnings figures in succession of the first two quarters of 1910 and an adequate statement of effects of flaxseed crop shortage and record linseed oil prices. Readjustment would not then have been so painful to some.—Boston News Bureau.

It is better to be killed by hard times than to have to work hard to kill time.

Come to Grand Rapids Merchants' Week August 22 to 27

THE Wholesale Dealers' Association of the Grand Rapids Board of Trade have joined forces this year with the "Homecoming Committee" to give to the Merchants of the State who visit us this year a most stupendous entertainment.

Committees have been made up of the most prominent business men of the city who have been constantly at work for many weeks planning for this great event. Thousands of dollars have been subscribed and no expense has been spared. Almost every moment will be filled with unique amusement features.

We most cordially invite you and every retail merchant of Michigan and Northern Indiana to attend the celebration of the 60th Anniversary of our City, August 22d to 27th next; the week of celebration to be known as "Homecoming Week."

The Wholesalers have united with the Homecoming Week Committee to make this a great and interesting event, and it will take the place this year of the "Merchants Week" heretofore held in June.

Merchant guests will please report at the Board of Trade Headquarters at 99 Pearl street immediately on arrival, where they will register and receive the necessary instructions, badges, etc.

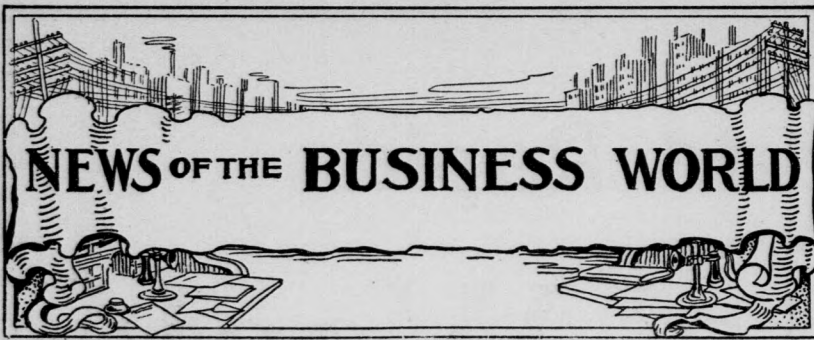
Come and bring your family. Take this opportunity of meeting your wholesaler friends, inspecting their places of business, renewing old acquaintances, and at the same time viewing one of the most resplendent pageants ever produced in this part of the country.

Cordially yours,

WHOLESALE DEALERS' ASSOCIATION OF THE
GRAND RAPIDS BOARD OF TRADE

ALBERT B. MERRITT, Chairman

BLAKE, WM. FRED	PLUMB, WALTER K.
CHAPMAN, A. C.	ROUSE, GUY W.
DIETRICH, JOHN	PRENDERGAST, R. J.
ELGIN, MARSHALL D.	SEHLER, JOHN
HALL, MARCUS B.	SLAGHT, A. T.
HOLDEN, WM. B.	STEKETEE, D. C.
HUTCHINS, LEE M.	STOWE, ERNEST A.
KRAUSE, SAMUEL	VOIGT, FRANK A.
LEONARD, FRANK E.	WALTHER, F. E.
LOGIE, WM.	WYKES, CLAUDE P.



Movements of Merchants.

Houghton—John Nelson has engaged in the hardware business.

St. Johns—H. L. Crowell succeeds William H. Crowell in the meat business.

Durand—Murray Kellogg has sold his tailoring business to Clifton Augsbury.

Boyne City—Nelson Jourdan has purchased the A. R. Ellison confectionery stock.

St. Clair—Miss Grace Langell has sold her millinery business to Mrs. Henry La Croix.

Sturgis—James De Luca succeeds J. V. Bonfiglio in the fruit and confectionery business.

Detroit—William G. Miller has engaged in the hardware business at 588 Oakland street.

Cedar Springs—W. H. Brown succeeds Thomas E. Nichols in the undertaking business.

Parma—W. O. Wilson has sold his bakery to John H. Burt, who will continue the business.

Deerfield—Munson, Dale & Erwin have sold their vehicle and implement stock to Glenn Bliss.

Fenton—T. S. Cox and Bert Osmon have formed a copartnership and opened a grocery store here.

Port Huron—E. E. Feneley has opened a grocery store in his new building on West Huron street.

Wyandotte—Mrs. E. Loselle has sold her grocery stock to E. A. Wagner, who took immediate possession.

Detroit—The capital stock of the Lindsley & Eckliff Co., dealer in steel, has been decreased from \$40,000 to \$7,500.

Sunfield—E. L. Cole has sold his stock of hardware to L. Wassink, recently of Mullikin, who will take possession about August 15.

Bay City—J. E. Goulett has sold his grocery stock to E. E. Bell, of Standish, who will continue the business at the same location.

Durand—F. L. Larry has sold his interest in the Larry, Wallace & Co. racket store to his partner, Ola Wallace, and the latter's mother.

Corunna—John C. Quayle has sold his grocery stock to his former clerk, John Welsh, who will continue the business at the same location.

Sault Ste. Marie—C. S. McLachlan has sold his general stock to W. E. Donegan, recently of Newberry, who took immediate possession.

Cheboygan—John M. Meyer has sold his grocery stock to John Rutzen, of Bay City, who will continue the business at the same location.

Grand Ledge—Howard Hovey has sold his interest in the Grand Ledge Paint Co. to H. W. Rawson. The

business will be continued under the same style.

Battle Creek—Charles L. Mead and Maurice O'Toole, well known young men of this city, opened an up-to-date grocery store at 60 Upton avenue August 8.

Gladwin—Thomas Stock and Delmar Gillean have formed a copartnership under the style of Stock & Gillean and engaged in the grocery business here.

Port Huron—W. D. Smith has purchased the grocery stock of Parker & Co. and will continue the business under the management of Thomas Richardson.

Alma—F. E. Pollasky has sold his dry goods stock to Dwight W. Robinson, who was formerly a partner in the dry goods house of George Bullen & Co., at Albion.

Charlotte—Clyde Hinkley has purchased the interest of his partner in the meat market of Goodnoe & Hinkley and will continue the business under his own name.

Arcadia—John Robertson, Carl Pickert and S. I. Fox have formed a copartnership to engage in the manufacture of overalls under the style of the Arcadia Clothing Co.

Eaton Rapids—Smith & Smith have sold their coal and wood business to X. P. Webster & Sons. They will continue in the agricultural implement business, as heretofore.

Grand Haven—James Bolt has sold his grocery stock to Henry V. Bolt, who will combine it with his meat stock under the style of the Red Front Grocery and Meat Market.

Rose City—E. R. Chapin has purchased the interest of L. R. Ingle-right in the drug stock of Ingle-right & Karcher and the business will be continued under the style of Karcher & Chapin.

Vermontville—Allen & Rawson, grocers, have dissolved partnership, and the business will be continued at the same location by Arthur H. Allen, who has taken over the interest of his partner, Frank Rawson.

Middleville—W. W. Watson & Son have leased the corner store in the Parkhurst block and will consolidate their grocery and meat stocks at the new location. Later on they will add lines of shoes and dry goods.

Benton Harbor—Clarence J. Peck has purchased the holding of Frank Moore in the Peck & Moore Furniture Co. The corporate style will not be changed until Jan. 1, then additional capital will be secured.

Traverse City—J. D. Middleton, who resigned his position with Steinberg Bros. to go to Petoskey, has returned to take charge of the ladies'

suits and ready to wear goods in the Hannah & Lay Mercantile Co. store.

Calumet—A. Niemark, who has conducted a clothing and men's furnishing store here for the past thirty years, has sold his stock to his son-in-law, Harry Lewin, who will continue the business at the same location.

Charlesworth—C. M. Powers & Co., who have conducted a general store at Brookfield for years, have decided to open a store here. This town recently lost its only store when Clifford Stringham closed out his stock of goods.

Marquette—Steve Lowney and M. Madigan have formed a partnership under the name of Lowney & Madigan and opened a grocery store at the corner of Champion and Genesee street, in the building formerly occupied by Reinhardt's grocery.

Buchanan—Samuel High, who has been engaged in the dry goods trade at this place for many years, has been adjudged insane and committed to the asylum at Kalamazoo. Business reverses and loss of property preyed on his mind and caused his condition.

Coldwater—Nicholas and Charles Cotsonis, who have been in business here for the last ten years in what is popularly known as the Candy Kitchen, have sold out to Michael B. Hodge, who has been known long in and around the county as a dealer in watches.

Bronson—Richard Coward, of the firm of Coward & Monroe, dealers in farm produce, wool, coal and wood, has sold his interest to his partner, William H. Monroe and son, Jesse Monroe, jr. Mr. Coward is President of the First State Savings Bank and proposes to devote his entire time to the bank.

Eaton Rapids—John D. Birney has sold a half interest in his drug stock to his brother, P. C. Birney, of Chicago, and the business will be conducted under the name of the Birney Drug Shop. John will continue the management of the store and Peter will retain his position with Swift & Co., of Chicago, which firm he has been with for the past fifteen years.

Quincy—Miss M. Hammel has sold her millinery establishment to Mrs. Hattie J. Williams, of this place. Miss Hammel established the business six years ago and has enjoyed a large trade. Her successor has for the past three years been associated with Mrs. Nellie Allen and Mrs. Mabel Telford in the west end millinery store.

Manufacturing Matters.

Lansing—The Gier & Dail Manufacturing Co. has increased its capital stock from \$30,000 to \$100,000.

Port Huron—The Peninsular Bridge & Iron Co. has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The Sanitary Portable Shower Bath Co. has been incorporated with an authorized capital stock of \$10,000, of which \$5,500 has been subscribed and paid in in property.

Detroit—The Colonial Garment Co. has been organized with an au-

thorized capitalization of \$25,000, all of which has been subscribed, \$4,000 being paid in in cash and \$20,900 in property.

Kalamazoo—The Kalamazoo Soap Co. has merged its business into a stock company under the same style with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—A new company has been organized under the style of the Bellevue Furnace Co., with an authorized capital stock of \$25,000, all of which has been subscribed, \$2,300 being paid in in cash and \$14,700 in property.

Ypsilanti—The Chas. W. Powell Manufacturing Co. has engaged in the manufacture of ready-to-wear garments, with an authorized capital stock of \$50,000, of which \$25,020 has been subscribed and \$17,000 paid in in property.

Trenton—The Ayres Engine & Motor Co. has been incorporated with an authorized capital stock of \$70,000 common and \$30,000 preferred, of which \$50,000 has been subscribed, \$1,000 paid in in cash and \$40,000 in property.

Detroit—The Monroe Body Co. has engaged in business to manufacture, buy and sell automobiles. The company has an authorized capital stock of \$500,000, of which \$250,000 has been subscribed, \$5,040 being paid in in cash and \$220,136 in property.

Detroit—The International Electromotive Co. has engaged in business to manufacture and sell thermo electric motors, with an authorized capital stock of \$100,000, of which \$66,500 has been subscribed, \$3,000 being paid in in cash and \$59,000 in property.

Traverse City—The assets of the Edward Payson Manufacturing Co. have been sold at auction, the sale being to secure a bond issue, the bonds being held by business and professional men. W. W. Smith, acting as purchasing trustee, made the purchase, his being the only bid received.

Detroit—The Brush Runabout Co. is making additions to its plant on Oakland avenue near Massachusetts. A second story is being added to the west end of the plant and a ground floor extension is being made to the east end. It is thought that all of the work of construction will be complete by Sept. 15.

Muskegon Heights—A new company has been organized under the style of the Campbell, Wyant & Cannon Foundry Co. to conduct a general foundry and metal business. The company has an authorized capital stock of \$37,000, all of which has been subscribed, \$11,740 being paid in in cash and \$25,260 in property.

Port Huron—The Hayes Land & Lumber Co. has declared a dividend of 40 per cent. The total amount of money to be divided among its stockholders is \$100,000. All of the stockholders reside in Port Huron or in this vicinity. The company has large holdings of timber in the South. The dividend is the direct result of a sale recently made on which the company reaped the handsome profit.

GROCERY AND PRODUCE MARKET

The Produce Market.

Apples—Duchess command \$1@1.25 per bu. The quality is fair.

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

Beets—30c per doz. bunches for new.

Butter—There is an active demand for all grades both for consumption and speculation. The receipts are about normal for the season and the quality good considering the heat. Advices from producing sections indicate a falling off in the make, as the result of the very dry weather. Stocks in storage are fully as large as usual and prices are ruling about 10 per cent. above a year ago. The outlook is for a firm market at practically unchanged prices. Local handlers quote creamery at 30c for tubs and 30½c 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 has declined to \$2.75 for 45s. Indiana Gems are selling for 65c per basket.

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

Carrots—20c per doz. for home grown.

Celery—25c for home grown.

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

Cucumbers—40c per doz. for No. 1 and 25s for No. 2.

Currants—\$1.65 per 16 qt. crate.

Eggs—Receipts are not as large as a week ago, and the percentage of fine eggs is very light and meets with a ready sale at outside prices. The bulk of the receipts shows the effect of the heat and can not be sold except at concessions according to quality. Under grades are cleaning up, however, much better than a week ago and the market is firm at 1c advance on these grades alone. A continued good demand is looked for with possible advances. Local dealers are paying 17c f. o. b. shipping point, holding candled at 20@21c.

Green Peas—\$1.50 per bu.

Green Peppers—\$1.75 per bu. for home grown.

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, \$1.35 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—California Elbertas and

Crawfords command \$1.35 per box. Home grown Deweys fetch \$1.25@1.50 per bu.

Pears—\$1.50 per bu. for home grown; \$3 per box for California Bartletts.

Pieplant—75c for 40 lb. box.

Pineapples—Local dealers ask \$4 for 24s and 30s; \$3.75 for 36s; \$3.25 for 42s.

Plums—Burbanks command \$1.10 per ½ bu.

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

Potatoes—No. 1 stock has advanced to \$3.25 per barrel and choice stock is hard to get even at that price. There is no field-over stock on the market and dealers are unable to supply the demand. Present offerings are under local requirements and there is an unusual outside demand, owing to crop failures. This is the time of the year when Michigan ordinarily begins to ship her early potatoes into Chicago, but there are few sections in this State that has any kind of a crop, in consequence of which Michigan potato dealers are looking to other states for supplies. Jess Wisler, the potato king of Michigan, was in town today on his way home after a 700 mile automobile trip through Michigan and Indiana, taken for the purpose of ascertaining the condition of the potato crop. He says there are no potatoes to speak of, in Wisconsin or Minnesota and, that outside of the late potato crop in Northern Michigan, he saw very few potatoes anywhere near the normal. He expects to see buying start in at 50@75c per bushel and believes that Northern Michigan potato growers will be distinctly "in it" this year.

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—75c per 8 lb. basket.

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 \$2.75 per bbl. for 8, 10 or 12.

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

The Grocery Market.

Sugar—The market is steady and without particular change. Refiners are still able to fill orders for hard

sugars, but orders for softs are back ordered.

Teas—Are moving freely. New Japans are coming in in good style and quality. The latest market letter from Yokohama, dated July 16, says: "First crop teas have been marketed and the market has continued active, with an upward course. Prices for best and medium grades are fully 1½c higher than last year. Second crop teas are arriving, with prices 1½c higher for mediums and about 2c higher for low grades." Stylish and tight rolled leaf is very scarce, due to the installment of machines which are now being used instead of the hand, as formerly. The cup quality, however, is fully up to last year. The general indications are that we shall have a high market for second crop. Cables from China note firmness, with prices considerable above spot values. Greens are about 1½c higher than last year, with quality fully equal or better. In Blacks an advance of about 10 per cent. is noted in Kheemuns, with quality somewhat lacking. Ningshows show same advance, with good crop in first pickings. Later teas do not show up so well. Hankows are of good quality, but the supply will be somewhat short of last season. Ceylon reports a fairly strong market.

Coffee—There is a fair demand but no extraordinary activity. Rios are quiet and unchanged. Santos show a strong undertone, but the demand has not yet responded to any material degree. Mild coffes show no change for the week and a fair demand. Mocha is steadily maintained at the recent advance; demand light for both it and Java, which latter is unchanged in price.

Canned Goods—The sweet corn crop seems to be doing well in the East and Illinois, but reports from Iowa and Nebraska are rather discouraging. One of the largest sweet corn sections of Iowa advises that the pack in that locality will be 50 per cent. of last year's. Good rains last week were of great help to the late corn, but were too late to benefit the early crop. Nebraska also has been suffering from lack of moisture, and one large canner writes that unless they have good rains within a week they will be unable to open up. Another point in Nebraska reports heavy rains, and says that with favorable conditions from now on they will be able to get half a crop. The situation in Ohio seems promising. One of the largest sweet corn sections reports conditions were never better, and the pack is expected to be the largest ever put up in Southern Ohio. Prices for both spot and future corn show no material change, and little business was contracted. Tomatoes also were quiet; in fact, dullness seemed to be the only feature in the whole canned goods line. The stock of spot tomatoes is unquestionably light, but the trade in the East are taking but little interest in the situation, and there is accordingly some selling below the market. Futures are also shaded by some packers. The general condition of the tomato market is dull. Peas are likewise strong, and it is developing

more and more that deliveries of most grades will be far short of 100 per cent. In some cases packers will make full deliveries of highest grades, but comparatively few of these were sold for future delivery. Apples are unchanged. The spot price is maintained on the high basis reported last week, though as to futures, where packers will take orders, they are asking 55 cents per dozen less than for spot gallons. Eastern peaches are dull and weak. But little interest was manifested in them at the opening price, and the few packers who named prices have accordingly declined 10 cents per dozen. California canned goods show no change and comparatively little demand. Small Maryland canned goods are active in spots, strawberries and cherries being the leading sellers just now.

Dried Fruits—Apricots are firm for future delivery, but are unchanged on spot and in dull demand for both. Raisins are firmer and about ¼c higher, owing to the coming forward of some more speculative schemes on the coast. Currants are firm and in light demand. Other dried fruits are dull. Prunes on spot are unchanged, but futures have advanced ¼c on the coast, largely owing to the heavy demand for export. Peaches are in moderate demand at unchanged prices.

Syrup and Molasses—Glucose is unchanged for the week, and so is compound syrup. The demand for the latter is light. Sugar syrup is active at full prices. Molasses, dull and unchanged.

Cheese—Reduced receipts have resulted in an advance of ½c in all grades. The quality of the cheese arriving is good considering the heat and the consumptive demand is very good, with the receipts cleaning up on arrival. A continued good demand and firm prices are the outlook.

Provisions—As the result of the small demand for smoked meats, prices have declined ½c during the week on all cuts. The market for pure lard remains steady at ¼c decline. Compound, on the contrary, is firm at an advance of ½c, due to the cotton oil and beef stearine. Canned meats, barrel pork and dried beef are in light demand at ordinary prices.

Fish—Cod, on account of scarcity, is ruling about ½c above last year, and hake is even higher. The demand is fair. Domestic sardines are unchanged, but very firm on account of poor fishing. The demand is moderate. Imported sardines should also be firm because the catch abroad is light also, but the demand is so light that the effect of this is counteracted. Spot salmon is firm on the recently reported high basis; demand is moderate. No price has been named as yet on future red Alaska. Mackerel is scarce and high. The shore catch is almost a failure. Norways and Irish are both in light supply, and Norway 3s, for example, are so scarce as compared with last year that the price asked is \$21, as against \$15 a year ago. Irish mackerel are also \$1 to \$2 above a year ago. The high prices have curtailed the demand.

TOMATO HUNGRY.

Indianapolis Eats More Than All of Great Britain.

Indianapolis, Aug. 9—Frank Van Camp, President of the Van Camp Packing Co., of this city, and one of the leading packers of the United States, calls attention to some interesting facts which have come under his observation in regard to the growth of the canning industry in Indiana. Mr. Van Camp thinks the average citizen does not realize the important steps Indiana has taken in the development of the modern art of making the blessings of the spring garden and the fruit orchard last all the year around.

As Mr. Van Camp sees it, not one person in a thousand is aware of the fact that there are 130 canning factories in Indiana, the combined output of which is enormous. Nor is it generally known that in Indianapolis there are two factories engaged in the manufacture of tin cans which are turning out at this busy season of the year 1,100,000 tin cans a day, or a total, including the reduced output of the less busy seasons, amounting to about 200,000,000 cans a year. While Muncie holds the palm for the manufacture of glass fruit jars, Indianapolis makes two tin fruit cans for every glass jar turned out at Muncie, with something like 20,000,000 cans to spare.

The institution of which Mr. Van Camp is the President and active Manager has an output of between 300,000 and 400,000 cans of food products every day in the year, the aggregate being in excess of 100,000,000 cans a year. The two principal items of the concern's production are pork and beans and milk, although it includes also canned tomatoes, corn, peas, string beans, pumpkin, beets, hominy, sauerkraut and soups, to which has been added lately a new product, called "spaghetti a la Italienne." This is a very toothsome dish and includes all of the delicious ingredients of spaghetti just as it is served in the best eating places of Italy or at any first-class table d'hôte dinner in this country where spaghetti a la Italienne is on the bill of fare.

Connected with the Indianapolis plant are six milk depots and establishments for the packing of milk—one in Vermont, two in Ohio, one in Illinois, one in Wisconsin and one in Iowa—also three branch vegetable canning plants—at Martinsville, Ind.; Bloomington, Ind., and Algoma, Wis. The Algoma plant is devoted entirely to the canning of peas and string beans, for it is in that section of Wisconsin that the best peas and beans known to the canning trade are grown except in the famous pea growing district of Michigan. More than 40 per cent. of all the peas canned in the United States are grown in Northern Wisconsin.

To the uninitiated it may seem strange that the firm should go to other states for its milk supply, but it is explained that this is an absolute necessity as the dairy interests, according to Mr. Van Camp, have scarcely reached the first stage of

development in Indiana and not enough milk is produced to supply the regular trade, and the Indiana dairymen would find it utterly impossible to meet the extraordinary demands of the packing plant.

It might be said truthfully that Mr. Van Camp, who is one of the keenest and shrewdest captains of industry in the Hoosier state, grew up in the packing business. His father, G. C. Van Camp, was the pioneer packer of Indiana. He was packing for the market eleven years before J. T. Polk, the second pioneer to enter the packing field, started his packing establishment, with the aid of his wife, in a little room at Greenwood.

The elder Van Camp founded what is now an immense packing institution back in 1861, operating it in connection with his cold storage plant on the bank of the canal in Indianapolis. Later the packing business was divorced from the storage plant and was located for many years on the south side of Washington street between Illinois street and Capital avenue, the site being occupied at present by a saloon.

When it outgrew its Washington street home the business was moved to the present commodious quarters at Kentucky avenue and White River.

Frank Van Camp has been in active charge of the business since 1882. His father died in 1900. The company maintains a force of 200 traveling men, who visit every town on the map of 500 inhabitants and over, as well as many smaller ones, from Maine to California. No effort has been made to build up an export trade, as the company has been satisfied to develop the home market.

Frank Van Camp relates many interesting reminiscences of the early days when his father was Indiana's only packer and was blazing the way for the development of what is now a great industry.

"In 1861," said he, "fruits and vegetables were put up in six-gallon cans, which were opened by the grocer in the winter and the contents sold by the pint or quart in vessels furnished by the buyer. Small cans for sale direct to the consumer were not used until 1868. When the six-gallon cans were in vogue the grocer would melt off the top and use a dipper to remove the contents. When empty the can would be sent back to my father, to be filled over and over again.

"In those days of primitive canning methods the fruits and vegetables were cooked in open copper vessels and poured boiling hot into the cans, after which the cans were soldered—the same custom that prevails among housewives to-day. At the present time, and for the past twenty-five years, all packers of canned goods, no matter where located, have followed the practice of putting the fruit or vegetables into the cans while raw, then soldering the cans and cooking them in that shape.

"It is not generally known that canned goods are invariably cooked after the product is put in the can, but such is the case. The advantages of this process are obvious to every packer. It keeps all of the flavor in,

in addition to which the heat, when applied to a small portion, such as the contents of a can, is evenly distributed. When fruits or vegetables are cooked in a mass the center is not as well cooked as the outer parts near the surface where the heat comes in contact."

During the fall season, "when the frost is on the pumpkin," persons passing the Van Camp plant are attracted by the mountains of yellow pumpkins lying in the yards awaiting the canning process.

"There is not any part of the United States that grows as good pumpkins or tomatoes as are raised in Indiana," said Mr. Van Camp. "The Hoosier state is the home of the pumpkin, sure enough. Indiana pumpkins, for flavor and variety, can not be beaten. They grow in such quantities and are such a dependable crop that we never have to contract for them in advance to insure a supply. All other crops are contracted for."

"How about the alleged use of preservatives in canned fruits and vegetables?" Mr. Van Camp was asked.

"It is the baldest sort of a fiction," he replied quickly, "and it does the packers a great injustice. Personally, I have been in the canned goods business for thirty years and I never have used a penny's worth of any kind of preservative. Nearly all the newspapers and magazines in the United States have published articles from time to time putting a stigma on the packers by charging them with using preservatives. Dr. Wiley, over his own signature, has stated that he never examined a tin can of fruit or vegetables in his life that had any preservatives in it. He has stated this in letters to the canning trade, and yet the libel seems to travel on the wings of the wind.

The fact that packers use tin cans obviates the necessity of preservatives, Mr. Van Camp says.

"Preservatives," he stated, "are used only in glass, stone or wood packages, where it is impossible to make all of the packages air tight because they are dependent on a cork or rubber joint. Whenever tin cans are used the joint is made by solder, the package is absolutely air tight and a preservative would be a needless expense. We pack everything in tin, not because it is tin, but because tin and solder make an absolutely airtight joint. Stone plus rubber or cork is not air tight. Glass plus rubber or cork is likewise not air tight. This is illustrated by the housewife who puts up her fruits or vegetables in glass cans and always loses a very considerable per cent. of them by bursting or mold. The loss of such a large per cent. makes the use of glass cans in the packing trade commercially impossible.

"Frequently we read reports about ptomaine poisoning. Personally I never have known of a person who has been poisoned by eating canned fruits or vegetables, and I have been in the business a long time. Ptomaine poisoning sometimes does come from canned fish or meat, and then only because a portion of the contents of the can is removed and the remainder is allowed to remain in the can.

There never would be a case of ptomaine from canned goods if the housewife would always remember to remove the entire contents of the can as soon as it is opened. When the entire contents are emptied into a glass or china dish there can be no trouble from ptomaine. Air, meat and tin, when left in contact for a good many hours, make a bad combination."

"There has been an enormous increase in consumption of canned goods in the United States in recent years, has there not?" was asked.

"It is simply marvelous," he replied. "Nothing like it has been witnessed in any other part of the world. All of the remainder of the world combined does not amount to a two-spot. The city of Indianapolis consumes more canned tomatoes than all of Great Britain. The only edibles England consumes in cans are French packed peas and American packed salmon.

"In the United States," continued Mr. Van Camp, "the consumption of canned goods last year, as nearly as I am able to estimate, was about 2,000,000,000 cans, or twenty-two cans for every man, woman and child. The goods chiefly sold were tomatoes, corn, peas, salmon and milk. I think the increased cost of living along other lines accounts, in part, for the enormous increase in the consumption of canned goods. The consumer is able not only to get his fruits and vegetables out of season, but it is literally true that canned goods have become the cheapest food in the world. It is the one thing in food products that, instead of advancing, has grown cheaper than it was ten years ago. No one can fail to be amazed when he considers that this entire industry of 2,000,000,000 cans annually has been developed in this country within the last thirty years."

"Do you consider canned goods an economical food for the poor man's table?"

"It would cost the housewife three times as much to buy her fruits and vegetables, cook and can them as they would cost her already canned, if you look at the problem from that viewpoint. Why, she would pay almost as much for the empty glass jars as she would have to pay for the canned goods ready for use, to say nothing of the cost of sugar and other seasoning, the gas or coal burned and the long hours of labor over a hot fire.

"Besides, the housewife, if she wanted to do so ever so much, could not can peas or corn or many other vegetables that she can buy already canned. She is limited to fruits or vegetables that can be preserved, or sterilized, as we call it, at a temperature of 212 degrees. She can not get a hotter fire than that. Peas are sterilized at 235 degrees and corn at 245 degrees. There is no time in the year when the housewife can buy fresh peas as cheaply as she can get the canned product. That is largely because we have eliminated the labor cost almost entirely in canning peas. They are not even picked, but we have the growers mow them and bring them to the factory in that

shape and everything is done by machinery. Any housewife, any day in the year, for a dime can get a quart can of peeled tomatoes.

"I think the causes of the great growth in the consumption of canned products may be summarized as follows: First, the extraordinary cheapness of canned food; second, the fact that it is possible to get any sort of canned food that is desired at any time out of season."

"What is the longevity of a can of food products?"

"I don't know and I doubt whether anybody does. I doubt whether a properly prepared can of fruit or vegetables would ever become unwholesome. I will relate a little incident in my own experience. For about three months during the year 1891 we used a certain form of label which did not prove satisfactory and we discarded it. A short time ago one of our agents sent in a can with that label on it which he found in a Colorado mining camp. I opened it, and after nineteen years the contents were as sweet and wholesome as on the day the can left the factory."

During his long experience as a packer Mr. Van Camp has discovered one peculiarity of the feminine nature. It is that 10 cents is the popular medium of exchange with the fair sex. He says that probably nine women out of ten will give 10 cents for a small can of food products when she can buy a can containing exactly twice as much for 15 cents. She will even prefer, he has observed, to buy two 10 cent cans rather than one 15 cent can, although in so doing she pays 20 cents for the same amount of goods she could purchase for 15 cents. It is the same way, he says, in all other lines of business. The 10 cent article is the one that catches the feminine eye.

Mr. Van Camp is one manufacturer who is satisfied with the tariff. "If there were no tariff on tin we could get our tin cans a little cheaper, but it would not affect the consumer," he said. "The tariff on tin does not amount to more than \$1 on a thousand large tin cans, or 50 cents on a thousand small ones. This would be a small fraction of a cent on each can and in fixing the retail price of a can of goods it would be impossible to take fractions of pennies into consideration. In other words, a 10 cent can could not be sold for 9.99-100 of a cent. The abolishment of the tin plate tariff would close all of the tin plate mills in the United States and throw thousands of men out of work. Rather than have this occur the packers, I am sure, are very willing to forego the profit that would come to them by wiping out the tin plate tariff."

Louis Ludlow.

When a woman discovers a new medicine she realizes at last just how Columbus felt when he reached America.

Many preachers think they have a burning message because it has a bitter taste.

Many a man thinks he is pious who is only peddling other people's phrases.

THE CITY OF ROSES.

How It Conducted a Booster Day Celebration.

Newcastle, Ind., Aug. 9—There is some class to a place like this—a place that in fewer than five years has bounded from a town of less than three thousand people to a city of more than twelve thousand population; a city whose factory products are known from one end of the United States to the other; a city of thousands of workmen making good wages and spending the money at home; a place that has grown so rapidly that the Western Union telegraph office keeps open all night instead of shutting up at noon for an hour and closing for the night at 6 in the evening.

There have been many gatherings on the grounds of the Nip and Tuck Club, but none so marked as the crowd that assembled there to-day. It was beneath the great sycamore tree that the name of J. Frank Hanly was mentioned for Governor of Indiana. To-day Mr. Hanly was not mentioned for anything, except when Eugene Bundy said in private talk that Mr. Hanly served four long years and Scottie Chambers insisted that the word "long" be united in italics.

Charles S. Hernly's personally conducted chicken fry to-day was certainly a dinger, and every one concedes that Mr. Hernly was the mainspring of the work. Some even go as far as to say that Mr. Hernly is the entire works, mainspring and all. The people here gave the visitors a joyful greeting.

They were met with the snappy music of the Maxwell-Briscoe Band, and that organization gave concerts all day long. Even at an early hour this morning the grounds of the Nip and Tuck Club threw off a mirage of color and beauty and the choir of birds began singing paeans of praise for the city that Tom Milliken declares has not an equal on the globe. And when the hair trigger thinkers and the common crowd clinched with the fried chickens and the et ceteras it was a goodly scene, and the way some of them did eat gave rise to a suspicion that their stomachs were lined with tiling. The guests of the city, who came from afar to partake of Newcastle's hospitality, did certainly have a good time.

The residents of this city are certainly loyal to Newcastle. Early this morning, long before most people were out of bed, the autos were dashing about the streets carrying the various committees to their duties. The business men and the manufacturers were draping their places of business with bunting and the national colors until the whole city seemed swathed in great bandages of red, white and blue. There was hardly a private residence in town that was not emblazoned with flags. It seemed as if all the national holidays of the year were blended into this sunny day of August. Every person owning an automobile or any other kind of vehicle contributed its services for the day, and the citizens vied with each other in giving information to strangers and telling them of the good things

of Newcastle. The grounds where the dinner was served are about three miles from the city, and the guests were transported there in automobiles, the greater number of which, by the way, were made in this city.

The grounds are now part of the epileptic village farm and that institution was visited by a number of strangers. Being on State grounds the huge tent for the hospital corps for first aid to the weary was placed just off the reservation and on the road to the club house. In this tent were a number of skilled artists with a plentiful supply of mint and ice and cold spring water. The great tables, at which were seated five hundred people, were in the shade of great trees on a sloping hill.

Fifty waiters, all from the business and professional life of Newcastle, served the guests with 650 chickens averaging two pounds each, one hundred dozen roasting ears, five bushels of beans, one hundred pounds of creamery and two hundred pounds of country butter, one hundred dozen of Vienna rolls and five hundred loaves of bread, two barrels of cabbage, five hundred pounds of ham, two hundred pounds of export beef roast from the Claypool hotel at Indianapolis, five bushels of potatoes with the jackets on, and a lot of little things, beside enough coffee to float a battleship, and two boxes of lemons for lemonade.

The chickens were fried on forty gasoline stoves in fifty skillets in three hundred pounds of pure lard, by more than forty women, most of them farmers' wives, and it is not necessary to tell how toothsome the chickens were, because the culinary skill of the women of Henry county is famous the world over.

Guests began arriving at 10 o'clock. There was considerable disappointment that Vice-President Sherman, who was to have been the star of the show, was not able to be here. A telegram from him said he had been called to Beverly. Mr. Sherman had arranged to-day for his visit himself, but in making the date put in a proviso that he might be called elsewhere.

Former Governor Durbin, Ed. Hendee and Charley Neff, of Anderson, same in an auto and with them was George B. Lockwood, of Marion. J. Wood Wilson, also of Marion, came in a motor car. Congressman Adair, of Portland, and former Mayor Roy Shattuck, of Brazil, were early arrivals, but they did not come together.

During the morning delegations came from Connersville, Rushville, Shelbyville, Anderson, Muncie, Portland, Kokomo, Logansport, Greensburg, North Vernon and a lot of other places. A large delegation came from Indianapolis, among them being members of the City Council.

There was an unusually large number of newspaper men and it should not be forgotten that nearly all the nominees on both the Republican and Democratic State tickets came romping in. The aspirants for congressional honors in most of the districts were also in evidence. Among them was Finley P. Gray, of Connersville,

who is receiving proper attention from his opponent, Congressman Barnard. Another was Frank Tilley, of Terre Haute, who is on the best of terms, to-day, with his fellow-townsmen, Abe Kinklestine, who is also in town.

One of the places that always has a warm feeling for Charles W. Fairbanks is Newcastle, and when it became known that the former Vice-President was to be a guest of the city to-day there was a big turnout to meet him. As Mr. Fairbanks and Joseph B. Kealing rode into town in an automobile they received a happy welcome and when Mr. Fairbanks stepped from his car it was several minutes before he was able to reach the doorway of the Bundy Hotel. He met many old time friends in the hotel parlors who were all glad to see him.

The parade of automobiles was formed about 11:30 o'clock, and, headed by a band, the visitors were taken through the various factories. A little after noon the guests started for the club grounds. At the grounds Charles S. Hernly was the master of ceremonies. Jim Nipp read an original poem dedicated to Charley Hernly and he received plenty of applause. Every speaker outlined a roseate future for Newcastle and congratulated it on the progress it has already made. All agreed that this town is one of the best and that its people know how to take care of the stranger within the gates.

W. H. Blodgett.

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

Buffalo, Aug. 10—Creamery, fresh, 26@29c; dairy, fresh, 23@25c; poor to common, 21@22c.

Eggs—Strictly fresh candled, 22@22½c; at mark, 20@21c.

Live Poultry—Fowls, 16@17c; broilers, 16@17c; ducks, 15@16c; 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; merow fowl nnnnn row, \$3.15@3.25; medium, hand-picked, \$2.50@2.55.

Potatoes—New, \$2@2.25 per bbl.

Rea & Witzig.

Why They Did It.

Two old friends on the street, locking arms, strolled slowly along, discussing various topics. Personal ones were touched upon at last, and after exchanging family solicitudes for several moments, the Judge asked the Major:

"And dear old Mrs. ———, your aunt? She must be rather feeble now. Tell me, how is she?"

"Buried her yesterday," said the Major.

"Buried her? Dear me, dear me! Is the good old lady dead?"

"Yes, that's why we buried her," said the Major.

People who are hungry to be martyrs make a good many miserable.

Many mistake the worship of custom for the custom of worship.



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 10, 1910

HOW WEAK IS DECEPTION!

The story of Crippen and his capture has about it the glamour of romance stamped as more wonderful than fiction. Blissfully ignorant of the fact that he and his slight companion were not fast putting behind them the danger from crime, the X-rays of the civilized world have been focused upon the blinded couple.

Yet neither wireless telegraphy nor expert detectives are required to sift out some of the shams and deceptions in trade, and the public are becoming every day more shrewd and watchful. Though they have quit looking for wooden nutmegs, the heel made wholly of leather pulp except the bottom layer sooner or later comes to light. There may have been a fancied profit in its sale to some one, but it is only a fancied one; for the reputation of a fraud, once detected, clings as long as the perpetrator clings to business and the direct loss of patronage through it amounts to several times the fancied gain.

An old shoemaker was wont, after finishing a pair of hand-made shoes, to cut a stitch here and there, thus insuring the speedy ripping of the shoe. He felt proud of his shrewdness in thus hastening the time for a new purchase or, at least, a chance to make repairs. But the thinking man of to-day would call this a very poor method of building up patronage.

If you can not attain to the lofty aim of doing a thing right because it is right, at least remember that the path of fraud is as treacherous as was that of Dr. Crippen. It may seem fair for a time; but almost invariably the storm of discovery follows; and whether it envelops the guilty one in a whirlwind of disgrace or simply surrounds him with the cloud of indifference, the effect is as depressing.

THE CLEARANCE SALE.

The public have learned to expect at this season a liberal cut in the prices of summer goods. Many with slim purses naturally defer a part of their purchases until this time, holding themselves in readiness to do

ample justice to the goods during the next few weeks in which they can be worn. Others, of a provident nature, look ahead to the needs of the coming summer and purchase those of a much higher quality than could be afforded at in-the-season prices.

The tradesman has more to think about than the mere question of clearing his shelves for new goods without a real loss. He can afford to cut rates with this item alone in view, but there is another topic which should permeate these clearance sales.

Let the things which he must get rid of stand out prominently in his windows and in his advertisements. But be sure that some of the new goods—some of the things which should be sold at full price now—are also in evidence. The bargain hunters are not people of one-idea. They are not oblivious to the fact that new styles are appearing. They want to keep up with the times. The new may give suggestions regarding what to buy and what not to buy of the old. They are eager for your bulletin board of the next few months, as portrayed in the first arrival of autumn goods. They may not come expecting to make purchases along these lines, but to have the goods out is at least to take a good chance of making sales.

Make your store generally as inviting as possible. Do not allow any one to go away with the impression that your shelves are practically empty except of the goods which the passing of the season compels you to unload. Your shelves are never empty. Make a specialty of clearing out the old, but at the same time show that you are a leader in acquiring the new. Your clearance sale thus does double duty.

JUST FOR COMFORT.

The skilled horseman knows that he is well repaid for his work by making his horse as comfortable as possible while performing the work required. Ill-fitting harness is so far as possible eliminated and he would consider it the mark of insanity to place a stumbling block in the way. Yet the employer frequently forgets this principle as applied to the equines when dealing with his human employees.

When forced to remain in a hot, stifling room for hours, can you expect the activity found under less trying conditions? The one who must swelter under such conditions becomes lifeless and indifferent to work. Just supply him with an invigorating draught of cool air or lemonade and note the changed manner. It is not that he means to shirk, but his system is entirely run down. Wind him up physically and both physical and mental activities will at once respond to the renewed force.

One manufacturer, noting the listless manner of his workmen, put in an electric fan by way of experiment. The result was so pleasing that the entire room was ventilated in this way, the workmen saying that they were no longer tired, even though turning out as much work as in the

best days of winter. Others found an added incentive in the ice cream cones supplied across the street.

Look over your own premises and see if everything is running at full speed. The "hot box" must be cooled if you would keep the machinery running right. If your room is hot, devise some means to make it cooler. The shade of an awning, electric fan, using the hose in front of the store, and various other devices will suggest themselves.

THE HOME-COMING SPIRIT.

Scarcely second to the Thanksgiving festivities have been the beautiful memories awakened by the institution of "Old Home Week." It is a pleasure to note that the spirit for which it stands is being sent across the sea and that other nations may feel a reviving force through our own beautiful custom.

Up to the present time 25,000 Irish-Americans have made the pilgrimage from New York to the mother country this summer and the Irish Home-Going Association, now in its infancy, bids fair to create a new state of feeling and living among the ones left behind.

The sad feature in the life of the prosperous Irish-American is that while he rapidly establishes for himself and his family a home in the land of his adoption, the home ties are completely severed. His natural thrift and ambition spur him on continually to better things—things so much better that he shuts out the old life and too often the loving hearts which must beat there as warmly as here.

The mother who is left in the humble hut may be proud of her son who has acquired what, in her own rank, must be a princely fortune; but although she may never expect to share this material wealth, it is inexpressibly sad that the separation must be final in this world.

The new movement promises new life to those whose loved ones are numbered among our successful immigrants. The habit of home-going once acquired it can be accomplished without great sacrifice. With it will go not only some American capital, but the improved modes of living and doing. It will give a new impetus to peasant labor and bring in return to us more Irish products at less cost of production. The renewal of sacred home associations will instill into the rude life a happiness before unknown and will bring back our adopted citizens more loyal, loving, generous and true.

THE CONVENTION.

It may require some self-sacrifice on your part to leave a cool home or camp for the annual mercantile convention. There is apt to creep in the excuse that it is only the same old story which you have heard every year. You may feel that your time is worth more, either in actual business or in actual rest. In fact, there are a dozen excuses which you can invent for letting the convention slip and still feel that your conscience is fairly clear.

The plan is a losing one every time. What if you do not learn any new facts—a most improbable condi-

tion if you keep your eyes and ears open—there are local phases of the old story which put a new side into it. There are personal touches which impart new life. But most important of all is the new enthusiasm gained. This hot weather promotes indifference. Possibly the weather is largely responsible for your resolve to stay at home. And this same weather will keep at work more and more unfitting you for real active duty the more you succumb to it. You may not realize that you are loitering. Get out among old friends and this feeling goes like magic. Every one re-awakens. There is the feeling of good fellowship aroused. The interchange of business experiences, either formally or in personal chats between sessions, will arouse your interest in your own affairs wonderfully.

The temporary change of scenes and air has a beneficial influence. The feeling of fraternity stirs up dormant forces and there is a new desire to build up your work. One may go along very nicely for a time in the beaten track, but he will universally become a plodder unless some co-worker comes along to cheer by his own good luck and point out improved methods and brighter prospects.

GENERAL LEE'S STATUE.

A liberal-minded people will rejoice that President Taft has expressed his willingness to accept Virginia's contribution to the statues of famous sons which are to be grouped in Statuary Hall, in the Capitol, Gen. Robert E. Lee, garbed in the full uniform of the Confederacy. While the Attorney General states that it was probably not in the plans of Congress at the passage of the act that any state would designate one engaged in warlike rebellion against the United States, yet this war was fifty years ago and the belligerents have been pardoned; he sees no law against accepting the statue, either legal or moral.

While the situation may seem at first peculiar, is it any wonder that Virginia should wish to honor the man who had led in the cause which her citizens felt was right? Especially since he was a man in every sense of the word? Laying aside personal differences in opinion, he was a most exemplary as well as brave man. Had his been our side, it would have seemed almost ingratitude not to thus do homage to his memory. Yet Virginia's side is no doubt as dear to her as is our own to us.

No more effective proof could be given that the hatchet is forever buried than the acceptance of this statue, clothed in the uniform of the vanquished, in a place with the brave and noble and true. If we mean it when we sing of the mingling of the "blue and the gray," if the term amnesty is not a misnomer, the placing of this statue in the Capitol but proves our greatness as a nation. If we have at heart, as in form, pardoned the state and her citizens, it is only consistent to accept graciously her tribute to one of her truly great men.

NEWSPAPER PREMIUMS.

Good Reasons Why They Should Be Cut Out.

Written for the Tradesman

I am a great believer in newspapers. The press exerts an influence which can not be gainsaid or denied. Public sentiment is moulded more by the press than by any other single agency.

The newspaper is the merchant's friend. Just because people read the daily papers—and in the smaller towns and communities the weekly papers—the storekeeper has an opportunity to get his proposition before the public.

Mediumistic advertising gets results for it gets the attention of the people who read.

But there is another side to this story:

If the newspaper is the merchant's friend, the storekeeper is also the newspaper's friend. Advertisers make possible the publication of newspapers both daily and weekly. Without the very considerable source of revenue which comes from the advertisements which they carry, these papers couldn't exist for a single month on the present basis. They would either have to reduce the amount of their reading matter or increase the subscription price or both. And anybody who has any experience with "subscribers" knows what a howl that would elicit. People want all the news they can get. They want it detailed, elaborated, embellished, fricassed. And they do not want to pay any more than the present price. If you doubt it just attempt to spring the price a knotch and see what a hub-bub you will precipitate.

The entire newspaper business is under everlasting obligations to its advertising constituency.

And yet the business managers of daily and weekly papers not unfrequently give premiums in order to increase their subscription lists. These premiums sometimes consist of money; sometimes they take the form of a scholarship, or a summer trip to some point or points of interest in this country, or a trip abroad. And against premiums of this nature there is no law. If the newspapers can see their way clear to offer such concessions that is their business.

But they do not stop there. Not unfrequently they give premiums consisting of merchandise—books, ceramic wares, furniture, cut glass and other household utilities.

Merchandise of this and other kinds which newspapers buy in job lots is bought from manufacturers who make a business of turning out goods as cheaply as they can. Obviously quality, durability and serviceableness are not prime desiderata. Inexpensiveness is the all important thing; for they are to be used as bait, and it is imperative that the bait be bought at the lowest price possible. Let them be showy, if you can, and long on seeming goodness—but they must be cheap.

One of the indirect results of this premium-giving policy on the part of newspapers is that it helps to edu-

cate the public to buy shoddy. That, of course, is a result which attends the premium-giving policy wherever it is employed. But the direct harm lies in the fact that this premium-giving habit of the newspaper makes it a competitor of the advertiser. Every encyclopedia or book given away by the newspaper in order to pull in a new subscriber displaces one sale in such line and robs the legitimate stationer or book store man of the profit to which he is justly entitled. Every set of dishes, every cut glass water set, every set of kitchen knives, given away by the newspaper under similar conditions defrauds the dealer or dealers in these lines. When the newspaper gives away a piece of furniture to get a new subscriber the furniture dealer is wronged. And so right on down the line.

It is a shortsighted and injurious policy, this giving of premiums consisting of merchandise, and the newspapers ought not to do it. By so doing they help to tear down the very businesses they are employed to build up. By so doing they are gathering with one hand and scattering abroad with the other. They are inconsistent.

Now there are certain phases of the premium penchant which are hard to handle. In certain localities custom has made them the accredited thing. Practically all merchants have gotten into the swirl of the premium current, and they see no practical way of getting out just yet. But here is one element of the premium evil which can be corrected by any set of merchants in any community.

The remedy is simple. They must stand together. They must politely, but firmly, intimate to their newspapers that it is not considered good form in polite circles to advertise with one's competitors. They must, therefore, resolve to make the newspapers keep out of this premium-giving business. If the newspapers are uppish, or not quite persuaded in their own minds, the merchants can threaten to withdraw their advertising if they (the newspapers) are not good. That will bring them to their senses.

Consider the injustice of it. Here is the chinaware and cut glass dealer. In a certain daily or weekly publication he is advertising his wares; and lo, in another column of the same paper, the business manager is telling his constituency (also the legitimate ceramic dealer's constituency) about a perfectly beautiful dinner set of forty pieces which will be given scot free to every subscriber who renews his own subscription and sends in two, three or five new subscribers (as the case may be) at the regular rate, \$1.50 per year. The proposition is set forth in glowing terms. The wares are described with all the witchery of the advertising man's art. Now that sort of thing would not set well with you if you were the chinaware and cut glass dealer, would it? Hardly.

And suppose you dealt in stationery, books, office supplies, etc. Would you like to have your newspaper—the newspaper which carries your advertising—offering premiums consisting of books, encyclopedias, dictionaries

and dictionary stands, etc.? Wouldn't that sort of thing stick in your craw? If not, yours is a funny sort of a craw.

Now, as I said, I am an advocate of mediumistic advertising. I believe in newspapers, both daily and weekly; but I believe also in reciprocity and comity. Since the newspaper is so obviously indebted to the merchant, the newspaper ought to recognize its obligation; it ought to co-operate from start to finish—and ought not to give premiums consisting of merchandise, thus competing with the very people who make possible its continuance.

Charles L. Garrison.

Seriousness of Automobile Business.

There is no room for doubt that the country is becoming literally "automobile crazy." For example, it was reported in the newspapers a few days ago that an automobile concern had applied to a New York bank for a loan of \$1,000,000, offering as security first mortgages on farm property and farmers' notes, which presumably had been given to secure payment for the motor vehicles. It is estimated that \$6,000,000 has been spent in Iowa since the first of the year for autos, and it is stated that \$15,000,000 has been withdrawn from 427 banks in Kansas, Nebraska and Missouri for the same purpose. All told, probably \$100,000,000 was spent for automobiles throughout the United States during the first half of the year, and it is calculated that the total expenditures for 1910 on that score will be in excess of \$250,000,000. Last year the country's automobile bill was more than \$100,000,000, and as experts are now figuring on an output of 300,000 cars for 1911, an average price of \$1,250 would indicate that the American people will spend no less than \$375,000,000 next year for this bane of their pocketbook.

In other words, we have already reached the point where we are ready to spend for automobiles in the course of a single year the equivalent of half the value of the country's total wheat crop, over 90 per cent. of the total oats crop, \$280,000,000 more than the value of the entire barley crop. Indeed, all the gold which the country imported last year combined with that imported the previous year and each of the two years before that again would fall millions short of meeting our probable automobile expenditures next year. As a matter of fact, all the gold mines in the United States have not produced enough in the past four years to meet them, and the total gold production of the world in 1905 would have fallen short of the mark by several millions. Much talk is heard about our extravagance in the building of National armaments, but we shall spend \$100,000,000 more for automobiles next year than was appropriated for the navy by the last Congress.

How long can we stand the pace? Is it any wonder that bankers in all parts of the country are beginning to scrutinize with unusual care all applications for loans and to turn them down when it appears that the money is to be used to buy automobiles?—Commercial Bulletin.

The Effect of a "Personal Following."

Written for the Tradesman.

With an intimate knowledge of the goods in his department, and reasonably close knowledge of the average buyer's wants, in addition to her (or his) disposition, an intelligent clerk is in a position to make valuable and fruitful suggestions to almost anybody who talks with him concerning his line of business. He consequently commands a personal following and becomes a contributing and profitable factor in the up-keep and increase of the store's trade. The true principle of a personal following, therefore, comprehends as its basis a knowledge of merchandise and of human nature; and the intelligence of every retail clerk may be measured by his cultivation of these two factors.

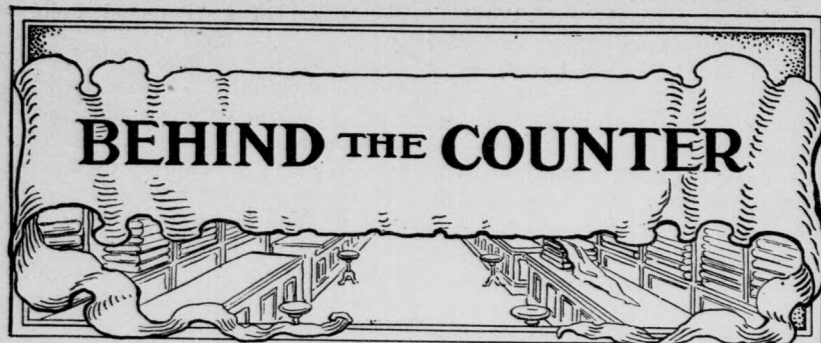
In contradiction of this principle, only too often do we see a clerk standing at his counter in a listless state of reverie, with no proper conception of the nature of his duties, or apparent interest in the prospective buyer who, examining the goods on display, would gladly welcome from the person in charge some intelligent expression of opinion concerning his cloth or ribbons. Again, a visitor to the store requires something, is anxious to be suited and the clerk who really wants to sell feels quite helpless and is losing a sale, first, because not knowing the goods he fails to be the positive factor he ought to be in the transaction of selling, and, second, as a consequence of his ignorance of human nature he can not enter into the prospective buyer's wants or feelings, can not draw inferences or even make suggestions. In such a case neither the clerk nor the visitor profits in his business relations as he should. As a rule in instances like this the clerk is more helpless from lack of suitable training than he is derelict in the execution of his duties.

The question of price in dry goods and similar stores should be left to the purchaser to suggest. A satisfactory plan is to show several different grades of the article called for without mentioning prices unless asked, and thus by indirect suggestion open the way for questions. Some intelligent conception of the intending purchaser's wants must be secured from her (or his) own voluntary expression or by a direct or preferably indirect question asked by the clerk. Many ladies have little idea of what they want and others are frequently unwilling to explain in a definite way. It is then necessary for the clerk to act upon his own initiative and produce whatever goods he thinks will interest his visitor.

If clerks are to act as indirect advertisers of the store in which they work, they must remember that disappointed "prospects" seldom forget their experience, and that they avoid inferior service as surely as a satisfied purchaser always remembers good service and, when entering the store, looks for the satisfactory clerk.

Lawrence Irwell.

It takes more religion to make an honest merchant than a holy monk.



It Pays To Be Square and To Be Courteous.

The clerk who boasts that he knows how to handle this and that customer and how to make sales to them that other clerks can not make because they do not know how to handle the customer is a plain fool and he makes blunders and misses sales which he does not know anything about because he is so cocksure that he is doing it correctly. He also takes upon himself, when he gets into that state of mind, the privilege of doing smart things with the customer he is waiting upon. He attempts to amuse and entertain her with the idea that he is sort of hypnotizing and exerting an overt influence that she can not get away from.

Now, if I should say that to a clerk who had been up to such tricks he would immediately deny it and declare that I didn't know what I was talking about, but a man can not go on observing selling methods for a couple of years without seeing a few things from the outside that the clerks are not liable to see from the inside, especially after having had personal experience and having made some of the same personal mistakes. To prove it here is a personal experience:

It Seemed Easy.

One customer of mine was a very pleasant woman who had plenty of means and was a generous buyer for a family of three daughters. She had known hard times in her youth when she had to make not only the dollars but the cents count for all she could, so she understood real economy. On first acquaintance, she appeared so pleasant and so easy that I thought she was not difficult to sell. She appeared to like me and came time and again to wait until I could wait upon her.

She was so nice about it I began to get smart without realizing it. I knew enough to be a gentleman, but I abused her confidence, in that I often kept her waiting when I should have done otherwise. I showed her the new goods and did many special stunts for her, always because I sold her so much stuff. One day I conceived that I might make something out of so easy a customer and I sold her, on my personal urging, two pairs of shoes from the P. M. stock that had been in the store a long time and which had stuck on us through many a campaign. I was elated and boasted of that to the rest of the house, saying, "That is because I knew my customer. It can not be done with everybody."

A Startling Discovery.

Alack and alas, I learned some-

thing that stood by me, although the rest of the store did not tumble for a long time. One noon when I came back from luncheon I saw my customer go into a rival's store. I had palpitation of the heart when I saw her come out in a few minutes with a large package, put it in her carriage and drive away. She did not drive down to our store that day nor for many days to come.

It was up to me to find the trouble and when I met her on the street one morning I made bold to ask her why she did not come to see me any more. She hesitated a moment and then looked me straight in the eye and said, "You perhaps remember the two pairs of shoes you sold me. I discovered, no matter how, that it was old stuff you had been trying to sell for three years. I also know that you worked them off on me because you had my confidence and could do it. While I know it is your business to sell all the shoes you can, I fail to see why they can not be honestly sold. If you had told me about the shoes I might have bought them in spite of the facts, for I really liked them, and what other people had to say would have made little difference, but I protest against being unfairly treated."

And a Logical Result.

That was about the most complete call-down that I ever had. What could I do? There was no use denying the allegation and adding a lie to the other offense, so I apologized as well as I could and admitted as much as I thought best, but I knew I had cut the string attached to that customer, although I asked her to come in again and I would never treat her otherwise than fairly and as I should. She said she would occasionally, and she did, but she never bought many shoes from me after that and although she never questioned my statements I noticed she seldom bought anything that required entire dependence upon what I said.

Of course, I could not handle that customer as before and she would not buy in any such pleasant and satisfactory manner. I got what I deserved for being a fool, and I remembered it long enough that I never tried the same trick on another customer.

Not By His Looks.

Another incident was the treatment of a fellow clerk accorded a farmer who drove to the rear of the store with his farm wagon after having unloaded produce he had brought to market. He was dirty of clothes and person. I knew him but the other clerk did not. He asked for a packing box. It was a job that none of

us liked and the clerk was not at all pleasant or agreeable in getting out what the man wanted. I was dusting stock near the door and noticed that Fred seemed to be a bit too testy with the farmer. After he had paid for the box out of a bag of coin that made Fred's eyes hang out because the appearance of the outfit did not indicate any such present wealth, he drove away and Fred came in with the money. I said, "Do you know who that was?"

"No," he answered, "but I reckon some old duffer who has lately picked up a bag of coin." I told him it was the husband of the woman who bought so many pairs of shoes of him the day before. He nearly tumbled over in his chagrin and wondered how much of a mess he had made of it. We practically lost the most of the business of that family because one clerk had played fool when he had no good reason for throwing up anything of the kind. It had cost something, but I never saw or heard that clerk do anything of the kind again. The next morning he was caught at the rear door by the town scavenger who also wanted to buy an empty box, and the politeness with which that scavenger was treated made me laugh outright and ask Fred when he came in if I should not request the boss to make him superintendent of the empty box department.

You Know Others.

There were two cases where the clerks thought they knew their customers completely and events proved that they knew them not at all. The one abused a regular customer of the store by a skin game; the other abused the confidence of a whole family gained by long business dealings with the wife, knocking the good opinions endwise by simply treating a man according to his personal appearance on one occasion. Could anything be more foolish?

You will stoutly deny that your store is given to doing anything that is not exactly square and will wax indignant when someone insinuates that it is well to watch out for being cheated in making purchases at any store, but you can not deny that little affairs like those mentioned go a long ways toward destroying the confidence anyone may have in the store. It takes a long time to gain the good will of a customer and get her in the mood of buying freely because it comes from your store, but it takes only about ten minutes to knock the thing all to pieces by means of a fool action.

It matters not whether you play fool by abusing the confidence of a good customer, as I did, or whether you play fool by judging a customer from immediate present appearances, the result is exactly the same. It all comes from an assumed superiority and a belief that you can do as you please and he or she won't know the difference. It is the same old story of egotism that reckons not on anybody else having as much common sense and usable brains. The sooner you drop off the egotistical view and travel right the better you may please those you do business with.—Shoe and Leather Gazette.

How Clerks' Conduct Can Advertise the Store.

Written for the Tradesman.

A clerk who can not meet the requirements of equity or honesty in the sale of goods, who neither knows nor appreciates the ethics of business, holds a low place in the estimation of the buying public. A sale based upon an untruth, or a store doing business upon a basis of disrepute—each carries with it the ultimate destruction of its own good will which no amount of newspaper advertising can counteract. An essential condition of true business success and of advertising within the store is polite sincerity. Flattery in business affairs has no permanent value. "Praise becomes an insulting satire when it is known to be insincere." With nothing else to recommend him the clerk at the counter can not make progress upon the basis of flattery, nor upon its antithesis—a blunt or impolite manner. To succeed in business, or at least in salesmanship, requires respect for the law of generous impulse, a self-mastery and a cheerful disposition. There exists a class of sincere but not polite people, and they are often met with in both wholesale and retail houses, who are either outspoken to the degree of bluntness or are silently non-committal. Each in his extreme view labors under the erroneous impression that he is sincere in acting just as he feels, and thus, by his mistaken honesty of purpose, justifies what lady shoppers regard as inconsiderate rudeness or churlish indifference. Clerks who are of this "turn of mind" do more harm than any amount of newspaper advertising can offset, because offended patrons influence their friends not to shop at the store in which such uncouth persons are employed.

The normal mental friction alone encountered in the daily intercourse of business at the counter is such that the salesman's own preservation demands that it be counteracted by his cultivation of an impersonal, magnanimous view and a cheerful optimism. "It is economy of nervous force, also, for the tension of keeping up appearances may even increase the hidden vexation, and under a passionless exterior enthusiasm may be suffering a reaction to utter despondency." Sincere politeness and self-mastery are priceless jewels of character and conduct, and they have a remarkable advertising result in drawing purchasers to any store. But unless the heart is right the performance is cheerless. In the ordinary pursuit of salesmanship the necessity is never real enough, nor the reason sufficient for the clerk to have an ungenerous impulse toward the infirmities and eccentricities of his prospective customers. If the latter were tampering with or destroying something, or were insulting, these characteristics would be malicious, and there would then be good reason to speak plainly for the protection of property or person against destruction or slander. In such a case a clerk's duty would be to appeal to a floorwalker or some other superior official, and if this is done in a quiet and dignified manner the clerk will retain his reputation as a tactful man.

Lawrence Irwell.

CALENDARS FOR 1911

OUR Art Department has been working for several months on special designs for 1911 calendars and we will soon be ready to submit samples and prices. If you contemplate issuing a calendar this fall be sure to write us before placing your order.

"Individuality" Calendars

It is beginning to be recognized that a calendar having distinctive or personal features, which show plainly that it has been designed specially for the firm issuing same, is much more effective as an advertising medium than the common "picture calendar." This can be done by using an appropriate design, significant of the business it represents. Usually a portrait, one or two pictures of the company's buildings, interior of the store or some other familiar picture is used. The "Individuality" Calendars cost but little more than the "ginger bread" stock calendars, and are much more valuable because they are always appreciated more by those receiving them.

NOW IS THE TIME to commence "talking calendars." It is important that you do not wait until the rush comes on in the fall when everybody wants calendars and wants them quick.

If interested fill out one of the blanks below and mail today.

Tradesman Company

Calendar Department

Grand Rapids, Mich.

TRADESMAN COMPANY,
Grand Rapids, Mich.

Please send as soon as they are ready samples and prices of your 1911 calendars

Name _____

Street _____

Town _____

State _____

TRADESMAN COMPANY,
Grand Rapids, Mich.

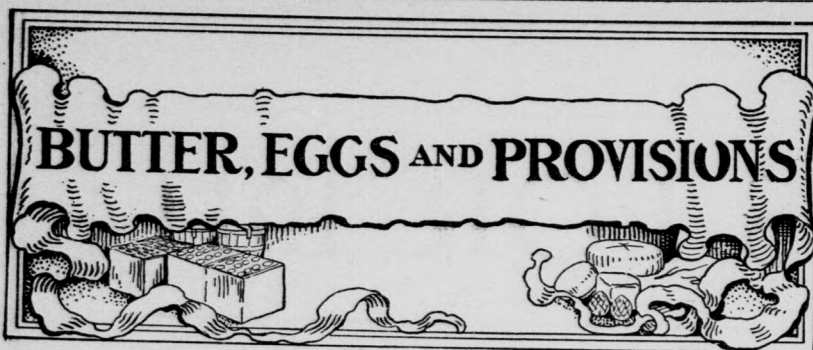
Would like to receive prices on an "Individuality" calendar for 1911.

Name _____

Street _____

Town _____

State _____



Storage Accumulations of Butter at Gotham.

As the season advances the interest in the storage accumulations of butter at the different holding points becomes more intense. The extreme high level of values maintained during the storage period this year has made the situation so uncertain that many of the old-time operators have not cared to get into the deal at all; and many of those who took some hand in the operations have felt that the outcome was extremely doubtful. Now and then a speculator has openly expressed the opinion that in view of the poor quality of much of the July butter and the reduced make because of the very dry weather, the finest of the summer product would make no loss to those who put it away. So with all these conflicting opinions there has been a fairly free movement into storage.

Reports from the freezers in this city and across the river—Jersey City—show that the holdings in the public warehouses on August 1 were 231,800 packages, a gain during July of 81,500 packages. The first two weeks of the month also saw rapid accumulations in the private boxes, but later considerable of this stock was sent to the public freezers, which lessened the quantity in the private refrigerators. The holdings in these at the close of the month were estimated at 45,000 packages. This gives a total stock of 276,800 packages, as compared with 190,300 packages on July 1.

The fairly rapid accumulation of stocks has brought to the surface the fact that the consumptive demand has been unusually light. Receipts for the month were 253,751 packages, and deducting the 86,800 packages that went into storage it indicates a distribution of about 166,950 packages, or just a little under 38,000 packages a week. It was estimated that the trade used about 43,500 packages a week during June, and compared with July last year the loss is more than 15 per cent., although at that time a good deal more stock was shipped out of town.

Philadelphia added a modest quantity to her holdings in July and is now estimated to have about 86,000 packages, against about 61,000 packages a year ago, an increase of 25,000 packages.

Estimates from Chicago show about the usual variations, but the figures that seem to be the most reliable give the stocks on hand August 1 as about 410,000 packages, compared with 335,000 packages at the same date last year.

Chicago Dairy Produce has lately been discussing editorially the question of official butter quotations, prompted doubtless by the Government suit against the Chicago Butter and Egg Board. No allusion is made to our consideration of the subject in issue of July 6, in which it was suggested that trade organizations in leading distributing markets join together in formulating a uniform method of grading and a uniform system of quotations based upon public bids and offerings; but the suggestion is made that the different markets should agree upon a plan for quoting one grade of butter only as a settling basis and that this quotation should represent the actual selling value of an average fine creamery grading about 90 points. Chicago Dairy Produce thinks it is impossible to fix a price that will represent the value of all the extra butter, but that it would not be difficult to establish a price on 90 score creameries that would represent their actual value and still be satisfactory as a settling basis for other grades.

The difficulties before us are several, but are chiefly to devise a means of "establishing" the quotations that shall be free from criticism, and to provide at the same time a basic quotation that shall serve as a fair settling basis for general contracts. The actual selling value of any fixed quality of butter—say 90 point creamery—is not a serviceable settling basis at all seasons because of the varying relation of this fixed quality to the general supply. Upon a fixed and unchanging judgment 90 score creamery is mediocre in June, but it may represent comparatively fancy butter in December. The grade of butter whose actual value is accepted as a settling basis for other goods should at all times represent as nearly as possible a quality bearing a uniform relation to the general quality of the supply. It was this consideration that led to the provision in the rules of New York Mercantile Exchange, that the season of year must be considered when classifying butter in the various grades.

In regard to the "establishment" of official quotations it is evident that an arbitrary fixture of figures by trade committees is in serious danger of legal interference and proves unsatisfactory to the trade at large. There should be a means of establishing values by a free and open call for bids and offerings of established grades, under reasonable rules governing acceptances and rejections, which would afford an automatic expression of actual wholesale values as governed by the general ability to

sell and willingness to buy. We realize that no such system of public quotation for various grades can cover all the private sales of butter. But if they cover the public transactions, bids and offerings, they will be at least free from legal interference and be less subject to manipulation than quotations made by interested trade committees. And we wish to reiterate our previous suggestion that a uniform system of grading and of regulating public call sales might be agreed to by representatives of trade organizations in all the leading cities, which would place the butter distributing markets in a much more satisfactory condition.—N. Y. Produce Review.

Big Mileage of Blood Circulation.

The mileage of the blood circulation reveals some astonishing facts. It has just been calculated, for instance, that, assuming the heart to beat sixty-nine times a minute at ordinary pressure, the blood goes at the rate of 207 yards in a minute, or nine miles an hour, 220 miles a day and 80,000 miles a year. If a man 84 years old could have had one single blood corpuscle floating in his blood all his life it would have traveled in that time nearly 7,000,000 miles.

The Best She Could Do.

"Why, Rastus," said the Colonel, "this egg isn't fresh!"

"Naw suh," returned Rastus. "De ole hen what laid dat aig ain't fresh, neither. I guess it's de bes' she kin do, Cunnel."

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
Fodder Corn
Buckwheat

Cow Peas
Beans
Dwarf Essex Rape

Turnips
Mangel
Rutabaga

All Orders Filled Promptly

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



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

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



Ground
Feeds
None Better

WYKES & CO.
GRAND RAPIDS

BAGS

New and
Second Hand

For Beans, Potatoes
Grain, Flour, Feed and
Other Purposes

ROY BAKER

Wm. Alden Smith Building
Grand Rapids, Mich.



Little Farms Pay Big Profits.

The little farm idea is appealing as strongly to the man in the country as to the resident of the city. It is, in fact, the hope of the American farmer to-day. Through this modern system the rural family is to escape much of its drudgery. By the new method of intensive and diversified agriculture country life is to become easier and more attractive, both to young and old.

Big farms are all right for those who are equipped to handle them properly, but they are not desirable for people who have not capital enough to hire plenty of help and organize in a businesslike way to secure good results.

It is the evolutionary method that bothers the average farmer. How can he make the change without loss? If he sells off half of his land to enable him to farm in the modern, intensive fashion, has he any guarantee that he will not fail in this, and so find himself, at the end of a few years, minus both land and capital?

There are some facts which are easily grasped, and which have the most direct and positive bearing on this whole question. The old method is driving young people away from the farm, and it has become next to impossible to keep hired help. Men will not work on a farm when they come to understand that they can get employment in town, or on the railroads at higher wages and with shorter days.

Nine or ten hours a day will not do on the old-fashioned farms. It is fourteen or more, and seven days in the week at that. The average in the city, taking all classes of employment together, is about nine hours. Clerkships are alluring to boys and girls, especially after they have had a taste of farm life where the family labors from daylight until dark. Under the existing conditions it has come about that the old-fashioned farmer finds himself, in many cases, without either hired help or the assistance which is ordinarily expected from his sons and daughters.

Is there not here presented a social and economic problem of grave importance to American life? The only true solution of this question is in the small farm and a diversification of products. The working day must be made shorter for the hired help and children or neither class will be found on the farm. Would it not be best to sell off the surplus land and make the farm of twenty to forty acres attractive to the young folk by its variety of interests?

There is a continual and expanding demand for numerous products that are easily engaged in and which, by their diversity, are a guarantee against failure. The market has never been oversupplied with mushrooms, squabs, honey, berries, and the like. There is the keenest kind of demand to-day all over the country for extra good butter, eggs and poultry. The need of potatoes, cucumbers, beans, onions and various other kinds of vegetables is incessant, and in all of these lines there is prof-

it far exceeding that gained from large single crops or big dairies.

Jeanette Pierson.

Increasing the Wheat Crop.

Will the efforts of various millers' associations looking to the increase in the average amount of wheat grown on an acre have any appreciable results? They may have some good results, but it is not at all likely that these will come up to what is wanted, which is a large increase in the amount of the wheat crop of the whole country. There are two things that will influence the size of a wheat crop as grown by the average farmer. One is the method of cultivation and the other is fertilization. The average of wheat grown on an acre is something over fourteen bushels. This ought to be very considerably increased, we think. Poor soil will give a poor crop unless the fertilization is in proportion to the poverty of the soil. Crops in the older agricultural states give good returns generally, thirty bushels to the acre not being unusual. But whenever the soil is allowed to remain impoverished the crop will be poor in both wheat and straw.

It is difficult to see how the general method of growing wheat can be much improved on, although we know that some farmers are good farmers and others not near so good. Improvement in the size of the wheat crop then is more likely to come from better manuring, which simply means more manure. Where is it to come from? Forty bushels to the acre is often grown in certain parts of Europe, but this is mainly because the farms are small and more domestic animals are raised on them, which gives an overabundance of fertilizing material.

If we go to some of the farmers of Pennsylvania, Maryland or Ohio, where good yields are often shown, and ask them how they can increase the size of their wheat crops, the reply will probably be, "Give us more manure and we will increase the crop. Where is the manure to come from?"—Millers' Review.

The Short Barrel Conference.

Commissioner Driscoll's announcement that no short barrels of apples will be permitted to be sold this year, and that he will enforce the law prohibiting the sale of short barrels of potatoes, has not, so far as we have observed, elicited any widespread popular protest. In using short barrels the trade is merely following a custom instead of pursuing a course calculated to hoodwink purchasers and to bring grist to their own mill. The trade has at all times shown a willingness to observe the law, and Commissioner Driscoll will find that no obstacle will be placed in his way while carrying out the provisions of the statute.

The suggestion that the trade be given until January next to put the new change into effect will receive popular approval, although we can anticipate nothing worse for the potato growers of the South than a continuance of the present short measure.—Fruit Trade Journal.

Problem in Need of Solution

At the present time the United States is exporting a million tons of phosphate rock, taken from the thinning mines of the country, for which yearly a trade balance shows only \$5,000,000 from the shipping. Five dollars a ton for the best rock at the best mine is the average price. But in each ton of the mineral lies that one element of plant food which it may be necessary to apply to soils to keep them productive. Companies are gutting the mines for the paltry \$5 a ton, when, according to an authority, this \$5,000,000 of exportation would be worth a billion dollars if scattered over the agricultural sections of the country which for generations must be expected to grow food for the nation. Germany and other foreign countries have built a wall about such deposits. The United States is using a chute for its frittering away. What is to be done about it? What will be done? Both the educator and the farmer must get together to give a sensible, satisfactory answer.

Crystallized Pineapple.

Candied pineapple strips are delicious and are easily prepared. The fruit is first peeled, then cut in strips two inches long, half an inch wide and about a quarter of an inch thick. Weigh the fruit and add half the quantity of granulated sugar and let it stand until the sugar is dissolved, which may be nearly twenty-four hours. Drain off the juice and boil it five minutes, then add the fruit and cook for three or four minutes; drain the pineapple and spread on a platter to dry. The process may be hastened by putting the platter in the sun, the warming closet or even on the top of a radiator. The fruit should be turned once and then rolled in fine granulated sugar. The process is a much more lengthy one than required for the fruit peel, but a few pieces put in each box makes a delicious addition.

Hart Brand Canned Goods

Packed by
W. R. Roach & 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

THE FAMOUS COW WAR.

Home-comers Will Recall Incidents in the Struggle.

Written for the Tradesman.

There will be visitors in Grand Rapids Home-coming Week who will arrive with their minds stored with memory pictures. These have doubtless already partitioned their time off in the interest of the old-time scenes. Some will remember just how the corners of Canal and old East Bridge streets used to look, and they will go there to dream over things as they used to be. They will remember the row of dilapidated wooden buildings at the northeast corner, for one thing. These buildings were landmarks for years. No matter how fierce a blaze started in one of them the firemen always got there in time to soak the sagging old structures beyond the point of consumption by fire. I don't think they ever did burn down, as often as they caught fire. I think they were torn down when the fine Hermitage building was put up.

By the way, that old fire department was a wonder. How many of the home-comers will remember Chief I. C. Smith, and Charley Swain, and 'Brose Luce, and the rest? In the old days some of the boys used to drink more than was good for them occasionally—only a few of them had the whisky habit at all—and Chief Smith used to send such into the country to keep them out of sight and get them sober. He knew when he had a trained band of fire-fighters. It was a matter of common belief then that the firemen revelled in hot conflagrations, and old-timers will tell you how Charley Swain carried a keg of powder which was already on fire out of a burning building.

They tell a story to the effect that one night, when one of Chief Smith's best men was out taking the country air treatment, a fire started in a high building. The Chief missed his old reliable fire eater, and was obliged to send another man up a long ladder to a blazing cornice. The new man, they will tell you, fumbled his job and the fire crackled merrily on while the Chief swung round and round on his right heel in a fascinating way he had and addressed the glowing atmosphere as follows: "If a man gets drunk he'll get sober, but if he's a confounded fool he'll never get over it!" The boys wrote that observation in large letters and posted it up behind the door of old No. 4.

Oh, that old No. 4! There is where Arthur Meigs, and Henry McCormick, and Fred Clark, and Col. L. K. Bishop and, the the rest, fought out their political battles. The caucuses that were held there were wonders. Sometimes when the "push" found too many "rank outsiders" there they used to send a discreet party out to turn in a fire alarm. That scattered the crowd while the apparatus got out, and before the fraud was discovered the "push" swarmed back and had their will! Many a home-comer will remember the lively scenes at old No. 4.

And how many of them will take a

car for the purpose of going out to the old commons where they used to play ball? They will find the old-time commons all built up, and the places where they used to play ball are now devoted to lawns and gardens. Even the old Kent county fair grounds at the corner of Hall street and Madison avenue are built over so that very few vacant lots are to be seen. Joseph Houseman of blessed memory did that and made a fortune by doing it.

And those old commons where they used to play were once playground and pasture lot. The cow owned the streets in those early days and it required a revolution to deprive her of her rights. The Council, then meeting in the Morey building on Pearl street, fought the question over and over. Sometimes the cows would be ahead, and sometimes the anti-cow forces would score a victory. Aldermen were elected on cow or no-cow platforms.

At last it came about that the cows lost out and a poundmaster was chosen to see that they did not run the streets. It is said that the adventures of David P. Ransom, the poundmaster during that desperate time, were thrilling and that he used to dress his legs in stovepipe when he ventured into the first ward. Fire and sword, red ruin, and the breaking up of laws in the first ward that year, with Grady and O'Neil representing the ward in the Council and fighting for the rights of the cow!

Often it befell that when Ransom arrested a cow for disorderly conduct and started for the pound with her he was chased by a red-faced woman with harsh words in her mouth and a stone in her fist. There were a lot of cows in the city that year, and many of the owners were too poor to pay pound fees, so the Council used to remit the fees on occasion and that gave the revolutionists hope.

Many of the home-comers will doubtless remember that night in the Council when a very worthy citizen, Mr. Denison, and Alderman Hogeboom had a tilt in the Council and Mr. Denison dropped dead from the excitement of the time. When he fell by the railing it was supposed that he had fainted and Tom Doran, then City Marshal, brought a glass of water. Or was it Peter Doran? Anyway, he was handed a glass of water, and then it was discovered that he was dead. The Council adjourned, and there were no more hot contests in that Council room on the cow question.

The spring following that hot cow war—the year Henry S. Smith was swept into the mayoralty by the secret-session Greenback vote—Oscar C. Ransom was named by the Democrats as candidate for police court justice. Now, you can see where he came out, for the wicked people who opposed him started the story that this Ransom was the man who had been pinching all the cows in the first ward! Oscar did not get votes enough to elect him, so the cows decided one contest at least. The man elected was John M. Harris, a Greenbacker.

It took Grand Rapids a long time to get cows and hens off the streets. It may take Battle Creek as long to get the bicycles off the sidewalks, but in time all reforms of this kind have to come. It must be remembered, however, that there was a whole lot of vacant property within the city limits in those days. On the West Side, between Bridge street and the bend of the river, and between Tenth street and the north line of the sixth ward, there were acres of good pasture land lying between half-worked streets. In the South End the lands beyond Wealthy avenue were not built up to any great extent and down in the first ward there was pasturage for an army of cows. On the east there was not much of a city beyond College avenue. Down in there were the Clark & Brown brick yards—now all built up with pretty cottages.

In those days Carrier Creek and the Coldbrook Valley were considered a fine water supply, and the old settling basin was in its glory. People used to go hunting for squirrels and rabbits in Highland Park, and the woods off to the east of College avenue—the woods and fields—were considered pretty good hunting grounds. There was a grove of second-growth oaks on College avenue not far from where Cedar street crosses that thoroughfare now, and there were rabbits to shoot in there.

These old-time places will doubtless be visited by hundreds Home-coming Week and many visitors will fail to find the pictures they seek. The city has stretched out in every way. When East street was the city limits there were fields beyond that street, fields out to the lake. Now that street seems to be about in the middle of the residence district of the East Side. You can get a car now to all that East Side property. The people think the Fifth avenue line is not quite what it ought to be, but when it extends through to the lake there will be six minute service.

The old-timers used to go out to Reed's Lake on Saturday and Sunday with their families and eat picnic dinners on the grass where the pavilion now stands. You can see a free vaudeville performance, if you care to stand, right where you used to sit in the grass and become acquainted with the ants.

Sixty years ago the old-timers had

dreams of a large city, and now many of them will come home to see how their dreams have come true. Many a man who went out West to seek his fortune, and returned rather well off, might have made more money staying in Grand Rapids and investing his money in land. Land values changed fast after the town got to going, along about 1878. I know an old-timer who wanted a vine and fig tree of his own, so he hired a livery rig one Sunday and went out to look at a lot on Henry street, valued at \$400. He bargained for a gentle horse, and so, of course, got one that would shy at his own hoofbeats. The horse ran away in front of the Henry street lot and broke the buggy \$5 worth and came near breaking the neck of the driver. That settled the sale. The old-timer was so sore, mentally and physically, that he never went near that lot again for a year. When he did he was informed that the price was \$1,000, and it sold for more than that.

It will be interesting to hear the home-comers tell stories of those early days and there may be a few in the bunch who bore arms in the famous Cow War.

Alfred B. Tozer.

There Is No Place Like Home.

Written for the Tradesman.

A few years ago four young men left Grand Rapids and started westward with the purpose of conquering the world, socially and financially. Their pockets contained but little money after the transportation tick-



WAYNO Ginger Ale

Has that delightful refreshing flavor and sparkle almost like champagne. You can taste the pure ginger in it. Send us a trial order today. It will sell at a good profit to you.

Wayno Mfg Co.
Fort Wayne, Ind.

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.

ets had been paid for, and when they arrived at Spokane, where they had resolved to open their campaign of conquest, they were glad to engage in such employments as would assure food and lodgings for the time being. The young men had learned to sing in that dear old high school in Grand Rapids and one of their number played the piano passably well. When the duties of the day had been performed they would meet in the assembly room of the boarding house upon which they had conferred the benefit of their patronage to discuss the events of the day, the plan of conquest and to sing the old songs they had learned at home. One evening one of the young men expressed the wish that was felt by all that the latest song compositions might be obtained, and the piano player volunteered to include in the carefully prepared "touch" he was about to mail to his "governor" a request for the same. The touch reached the "governor" in due time and when the sure-thing check had been written the "governor" called up Miss Wilson, of Friedrich's music house, and asked her to forward to "Young Hopeful" a package of songs. Miss Wilson accommodatingly selected and forwarded the music, and when the Grand Rapids quartette received the package it was quickly opened and its contents put to the test vocally. Finally a composition entitled "The Song That Touched the Heart" was placed before the accompanist, and eagerly scanned by the singers during the playing of the introduction. The music was catchy, the words were well chosen and the boys sang the song with much spirit and satisfaction. A chorus followed the last verse, which revealed "The Song That Touched the Heart."

"Home, Home, Sweet, Sweet Home."

One of the boys stopped singing and drew his handkerchief from his coat pocket for immediate use.

"Be it ever so humble,"

Number two imagined that he had seen an acquaintance on the street and went to the window to confirm his impression. Not having a handkerchief handy some way or another the lace curtain found its way to his eyes.

"There's no place"—the two remaining at the piano sang and then the voices were hushed. Tears flowed from their eyes and the concert closed without ceremony.

John Howard Payne's great poem contains but one sentiment and that is expressed in a single line, "There is no place like home." This sentiment prevails in the breasts of thousands of people who, while living in other places, will return to Grand Rapids during Home-coming Week to renew the ties of friendship and love that bind their hearts to our city.

Arthur S. White.

You can not always trust the motives of the man who thinks he can tell you all about the motives of the Most High.

The fact that you are displeasing people is not evidence that you are pleasing the Lord.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

The Grand Trunk has at last gained entrance to Kalamazoo and general traffic to that point opens this week.

Jackson continues to grow as a manufacturing center. The corset making industry is important, and one of these concerns now employing 350 hands and twenty-six traveling salesmen is completing a factory addition, 110x140 feet, four stories.

There are three stop-over points west of Buffalo on the New York Central lines, Detroit, Battle Creek and Chicago, and Battle Creek is entitled to the pride that it takes in this distinction.

Grand Haven is looking up. Two new industries have been secured and one of them will employ 200 men, the other about eighty. The city needs more houses for its workmen as there is hardly a vacant house there today.

Saranac is preparing for a harvest picnic and home coming festival, to be held Aug. 17.

Bay City still leads in the manufacture of lumber in Michigan, turning out more than 100,000,000 feet annually. The city has about forty sawmills and woodworking plants, and its coal mining, beet sugar, fisheries, cement and other interests are important. An artificial ice plant has just begun operations there.

The business men of Hudson will hold a picnic at Devil's Lake on labor day.

Kalamazoo grocers have again changed their picnic date, this time choosing Aug. 18 and the place is Hague Park, Jackson. This will be grocers and butchers' day for Kalamazoo, Battle Creek and Jackson.

Frankfort is planning for a home-coming celebration Aug. 23-25.

Saginaw grocers and butchers spent Aug. 3 at Lake Orion. Nine coaches were required to carry the party.

Almond Griffen.

Made a National Reputation in Congress.

Congressman Diekema, of the Fifth District, has completed his first full term in Washington and is a candidate for re-election. It is therefore fitting that the merits of his services should be clearly understood by the people, and with this in view the Tradesman takes pleasure in publishing the following letter, written by one of the leading business men of this city to J. J. Cappon, of Holland, in which the writer gives his estimate of the Congressman as a result of personal observation and study during a long stay in Washington:

Grand Rapids, July 29—I see by the papers that Congressman Diekema will have to make a fight to get the Republican nomination this fall. It seems there are others.

I think you know that I spent a good deal of time in Washington during last year. I saw a good deal of National politics and politicians. I met a large number of the members of the House and the Senate and I also met a lot of the best newspaper men of the capital representing the strongest papers in the country.

While on the free hide fight there was in Washington a constant stream of men interested in the struggle coming and going whose particular business it was to meet the legislators, size them up and then compare notes.

Through all this touching of elbows I had unusual opportunity to judge the standing of many members of Congress. I heard frequent criticism and occasional applause. The result of this judgment is a firm belief that our Michigan delegation is an unusually strong one. It is away above the average. There are men in Congress who are not a credit to the district that sends them, men you would refuse to take to your home and claim as a friend; but the men in our Michigan delegation are clean, able, high-grade men, and of the delegation none are superior to Mr. Diekema. In fact, in all fairness to the others, I think it may be said that although Mr. Diekema is serving his first term and several others outrank him in length of service, he has in many ways become the leader of the delegation. This is witnessed by the cordial support given him by every Michigan member in his candidacy for the speakership. It is remarkable that a first term should have the entire support of his own

State as a candidate for speaker. It is more remarkable that he should have strong support outside of his own State. It is true that Mr. Diekema has this support, and more, I believe he has more than even chances of winning the election.

Of course, you know Mr. Diekema's character, home life and business life are above reproach. Honest, clean, forcible, able and shrewd, he should be returned. He has already won for the Fifth District a place in National politics. He has made a National reputation. It would be a serious loss to Grand Rapids and to the district to change him for any new man.

Van A. Wallin.

You can not lead without love.

Chicago Boats Every Night

Fare \$2

Holland Interurban and
Graham and Morton

STEEL STEAMERS

Boat train leaves
Grand Rapids at 8 p. m.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

RAMONA

This Week

A
Splendid Bill
headed by

Meyers
Warren
&
Lyons

A Little of
Everything

Next Week

Gennaro

And his
Famous

Venetian
Band

Aug. 18 & 19

Thursday
and
Friday

Japanese
Fete
Days

More bewildering-
ly beautiful than
ever before.

COMING---LILY LENA

THE HUMAN SIDE.

Personal Experiences of Well Known Philosopher.

All parts of a healthy human body have inter-relation to each other, and so have all parts of a health human society.

There is a good deal of difference between a student and a scholar; every man who is doing a part of the world's work is a student of his part, while the scholar studies the work of others.

It is a question if those interested in education have ever looked around them to observe the demand that exists for practical education.

The phases of education that are neglected in a public way have been supplied in a private way for profit. Go along the streets of a city and you will find the demand for practical education indicated by the supply. You will find everything from a plumbing school to a barber college. Go through the magazines and you will find correspondence opportunities for almost every art, craft or science. Notice the courses and you will find that they all pertain to something useful, indicating that the demand is purely for knowledge as to how to make a living. You do not find anything about Greek or Latin or English literature or theoretical mathematics in any of these advertised courses.

Why, several years ago a man in Chicago started a barber college. He evidently gave his pupils their money's worth for he had opened branches all over the United States and has become a rich man simply because he devised a system by which he could teach the knowledge of a useful trade—he got money by giving people the opportunity to make money.

While it is against the academic traditions, yet it would be a great deal more profitable to the community to turn out a good barber than a Greek or Latin scholar.

Any man devising a scheme by correspondence or otherwise that will teach barbers to close their mouths will at once entitle himself to a place in the Amen corner in the most notable Hall of Fame. Down at Butler College the other day in Indianapolis a strange thing happened. Strange things are always happening to Indianapolis, so they have ceased to be strange, but any how, they helped to keep the eye of the public on the community between the presidential campaigns.

Here is what happened in Indianapolis the other day: A Greek and Latin professor, and a good one, too, was seized with a violent fit of sanity when he said that he was going to give up his professorship to teach something useful, if it wasn't already too late for him to learn something useful; that the great danger in his continuing to teach Greek and Latin was that he might inspire his pupils with the same enthusiasm for the languages that he possessed, thus rendering them useless citizens.

Public education is defective, indeed, when the real demands of education are supplied for private profit; it is defective indeed when those in-

side of a defective educational institution see its defects.

A voice from without and within cries for the education of use rather than that of mere culture.

The other day, according to a newspaper item, a convicted Cleveland banker was received by the warden of the Ohio penitentiary with open arms. He was given a private dining room in the administration building and the services of a waiter. All this by reason of the fact that just now there is a shortage of executive ability among the prisoners to assist the warden in conducting the institution.

All this was followed by a storm of protest to the trial judge by people who had lost 25 per cent. of their deposits in this particular banker's institution.

It is just the conventional ignorance of the people that every man who is overtaken by weakness or stumbles in judgment even although he has ability, should sleep in a bear pit and eat the slum gullion of those who constitute social dregs.

If this banker has ability even although he has been adjudged unfit to associate with his fellows by reason of one act, the warden of the institution would be very foolish not to avail himself of such ability and to not allow his charge to be of some use to the institutions of society.

To take a man used to the ways of luxury and suddenly begin to feed him on slum gullion of a prison would mean almost certain death, and this man is sentenced to imprisonment—not to death.

The practice of sentencing men of good ability to prison is just as foolish as sentencing average men to the prison for the purpose of example or punishment.

In the first place a banker does not conduct his institution well and honorably for the mere purpose of keeping out of the penitentiary. If he conducts his institution well and conservatively it is for the reason that such an institution will attract patrons and make money for its stockholders—that is the chief reason he does not take that which does not belong to him.

With very few exceptions the bankers who get into criminal difficulties have not had criminal intentions but rather they err in judgment.

It is a rare instance where a man succumbs to the same weakness or the same error in judgment in a lifetime.

Any superintendent of motive power of any railroad, for instance, will tell you that every engineer undergoes a period of pessimism sometime in his career that causes him to become indifferent or make errors in judgment. This period might occur on his first trip or his last, but it will occur sometime.

So it is with men in other walks of life—they undergo a period of pessimism which warps their judgment to error or indifference.

To most of us this period comes early in life, when our affairs are on a small scale and with proportionate

consequences. But it passes away and gives place to saner vision.

These periods come unto bankers. They will loan money through an error of judgment to a man or an institution and they will have to keep on loaning money in fear of losing the amount of the original loan.

Then there is always the temptation to make loans on large commissions to which many a good banker succumbed during the brief but meteoric career of the late Cassie Chadwick.

Many a small town banker has loaned sums to a local manufacturer and extricated himself by starting a rumor that the plant was to be moved to a rival town when the citizens would subscribe enough stock to free the banking debt.

In other words, these bankers get themselves out of penitentiary for one crime by committing another.

There is a good deal of splendid ability tucked away in prisons simply by reason of one error in judgment rather than through an actual criminal intention. Any of these men might become valuable members of society were it not for revenge and hate that exists in the minds of the depositors in the institutions that suffered by reason of their error in judgment.

It seems to the writer that a man who has had the ability to rise to the position of a banker in his community should be accorded the same leniency in his first offense by a Federal court that the average laborer or mechanic is afforded in the police court. Why not give him the same chance as in the case of the sewer digger or the factory boy?

When a banker commits a crime against the banking laws let him be sentenced by fine or imprisonment but suspend the sentence. Let the judge parole him to a committee of his fellow bankers who would act as trustees over his future transactions. In this way the man of good ability could perform his functions to society and yet remain within control of the law.

Why not give the banker with good ability the same chance as the sewer digger and factory boy of mediocre ability.

Our emotions which confine a man to imprisonment are just as insane as the emotions we display in some of our acts of generosity.

Remember, that a banker does not conduct an efficient institution because he is threatened by prison bars, but rather by reason of the profits which accrue from efficiency.

To suppose that a man who has done a wrong will always do wrong is to assume that life is without progress. It is the error of judging by exceptions rather than judging by a law of averages which operates for good rather than evil, economy rather than waste.

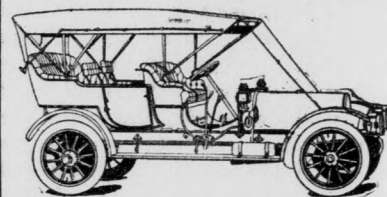
Just now we are talking about conservation of our natural resources, but the greatest conservation is the conservation of men.

Do not look at this problem from a standpoint of love, or of right, or truth, or justice, or for its own sake,

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.

The Manistee & 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.

but from its economical phase. Think of the waste of shutting human ability behind stone walls to sleep in a bear pit and eat slum gullion.

Would we throw an automatic machine out in the weather to rust simply because it did not work once, or worked wrongly once?

When we begin to treat humanity with the same economies that we do machinery and materials then we will be more humane.

An idle machine is a useless machine.

An idle man is a useless man, and to enforce idleness upon a man by imprisonment is man's real crime against man.

We are just beginning to look at our criminal problem in its economic relation, in its intellectual relation.

We have been viewing it in its emotional relation—that the criminal should be punished as a revenge for his crime, or as an example to others who are criminally disposed.

We will always have men with us who should be confined, not for reasons of punishment, but because they are diseased of mind.

If a merchant has stock on hand that can not be sold by reason of its defects he does not throw it away, burn it up or allow it to become totally worthless by neglect. He renders it valuable and saleable even if he has to spend money in bestowing labor on it to render it useful.

If a manufacturer has material in his stock room or yards that he has acquired and which can not be used for its intended purpose, he does not allow it to consume space and eat up the interest on the money invested in it. He uses it somehow, even if he has to devise a special means for rendering it useful.

It is the policy of every well regulated business institution that everything about it should work; that it should perform some function to the final purpose of the whole institution.

And so it is, or rather so it should be, with society in general. Every member of it should work and perform his function to the final purpose of society.

Every defective member of society should be rendered effective even at the expense of other members of society.

All problems are economic problems.

Most of the inmates of a penal institution observe the rules, require little or no attention on the part of the guards and are released on good behavior before the expiration of their terms.

One of the purposes of a penal institution, aside from that of punishment or revenge, just as you have a mind to call it, is to keep the prisoners under observation.

Now, in most cases, this observation could be done as well with a man out of prison as in prison.

That is just what the probation system proposes to do and is doing.

It costs no more to maintain a probation system than it does a jail, a workhouse or a penitentiary.

The probation system keeps men under observation while they are at work—while they are performing their functions to society; it is an economy to society, for it keeps men at work rather than in idleness.

This probation system was in part installed in Cleveland the first of the year under the charge of J. B. Vining, a man who has done a great deal towards taking charity and corrections out of the emotional pursuits and making them of the economical sciences.

The purpose and workings of the probation system is best explained by a few typical cases taken from the files of the Cleveland office, which by the way is operated in conjunction with and in the same building as the city police court.

Maurice Blank, aged 59, prosperous appearing junk dealer, is brought up charged with neglecting his minor children. The testimony shows that Maurice has twelve in number of offsprings, ranging in ages from 9 to 30 years. The mother of these died two years ago and in less than a year Maurice took upon himself another. Now, in common with other women who occupy like positions, the new wife cared not for the younger children, and they were cast from the household to their older sisters, several of whom were married. The sons-in-law were perfectly willing to shelter the castoff minor members of the father's household, but thought a little cash contribution would help to maintain this willingness. The charges of the sons-in-law in an attempt to extricate this was the cause of Maurice's appearance in police court.

It will be understood that there is a law in Ohio as in many states, making it a penitentiary offense to neglect minor children.

The testimony showed that Maurice's record as a citizen was good, that he had never been arrested before.

The police judge fined him \$100 and costs and three months in the workhouse, but the sentence was suspended and the case turned over to the probation office.

Now, the probation officer looks into the case to the extent of a visit to Maurice's home and business. He learns of Maurice's ability to contribute to the maintenance of his children much in the spirit of the credit man. Then he calls him into the office and requires of him a sum consistent with his means to the support of his children, which in this case happened to be \$6 per week. The \$100 fine and workhouse sentence remains as a club over the head of the defendant and in case he fails to remit, the case is brought up in police court again and the sentence executed.

Now, if this man had been actually fined and committed to the workhouse, the fine would have gone to the State—not to the actually injured parties; his family, himself and society would have been deprived of his earnings during his confinement. The probation system is nothing more than a system for collecting the debts of delinquent members of society, whether it be in money or service. It is an economy, for it does not make a public charge of a man while paying his debt in punishment—he pays his debt in real medium of exchange that society has adopted—money.

There is one case in the office known as the Comet Party. On the night when Halley's comet was supposed to cross the earth's path, eight boys, ranging from 18 to 24 years, got in a foundry yard on the edge of

a hillside in order to obtain a better view of the astroiological spectacle. While they waited they yelled, howled and sang songs all with lusty voice, and a few cans of beer added a little recklessness to the party. After they had sung all the songs they knew, and in order to throw a good scare into the neighborhood they began pushing a lot of moulding flasks and crucibles off the hill into a gully several hundred feet below, and uprooting of trees and the loosening and fall of huge rocks on the hillside added much to the sport of the evening.

The owners of the foundry learned the identity of the attendance of the Comet Party in their yards and brought charges against them in police court. These foundry owners, in their conventional ignorance, naturally wanted to punish the boys and make an "example" of them to other boys, so in order to make a good case they were prepared to prove their damages at \$500.

The boys were all turned over to the probation department with heavy fines and workhouse sentences over them. They were all working boys and of good families. The probation officer made a visit to the scene of the party and arranged for another party—that is, the boys were to get ropes, and with their own labor restore the owner's property to its original position. The evening the last party was pulled off the neighbors got down in the gully and jeered, but as some of the crucibles proved to be too heavy, the neighbors' jeers were finally turned to helping hands. One man took his team and dragged some of the heavier iron flasks up a mile around the hill. As soon as the foundry owners saw that there was a disposition to do them justice, they reduced their damages to \$40, the cost of repair-

IF A CUSTOMER

asks for

HAND SAPOLIO

and you can not supply it, will he
not consider you behind the times?

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.

ing the broken flasks and this was paid into the probation office in sums of five dollars by each member of the party.

As a result everybody got justice, the foundry got their property restored and the boys did not lose a day's work—and above all a more valuable lesson was taught than by conventional punishment: That which is destroyed by effort must be restored by effort.

Another typical probation case is that of Pat Blank, a powerful Irishman, aged 37. He is employed by public sewer contractors at \$4 per day and does work exclusive to him by reason of his superior strength. He has been at continuous work for ten years except while serving two workhouse terms of two months each. His besetment is drink with an occasional fighting drunk. A visit to this man's home over a rag picker's warehouse in the meanest of neighborhoods reveals the most wretched condition imaginable. There was a wife, and seven children all born two years apart. There were old tin cans, trash and garbage on the stairway leading to the family quarters; the floors were bare of covering, the plastering off the walls and ceilings, dishes and cooking utensils were few, the food supply was zero and not a broom, mop or cake of soap could be found about the place—all in the face of the fact that the head of this household was receiving \$4 per day.

At present the Cleveland probation office has not the funds necessary to deal with a problem of this kind in its proper manner.

This is a case where it is as much the woman's fault as the man's—it is simply that the woman does not know how to make a home. Pat finds the atmosphere of the corner saloon better than that of his home. Yes, and he likes free lunch better than his wife's cooking.

A probation system in its complete working should include a corps of women versed in domestic science in its simple form, who could draw this man's pay each week, or a part of it, move the family into decent quarters, show the woman how to keep clean and clothe the children and how to cook corn beef and cabbage.

Well cooked corn beef and cabbage is as good an anti-booze remedy as any Irishman needs.

Out of 267 cases under observation in the Cleveland probation office sixteen of them have been women, but only two of these have been benefited. This, the probation officer says, is partly due to the fact that the funds at their disposal will not permit a sufficient force to keep them under observance, but principally owing to the fact that women suffer from that tradition of past generations: "A woman once down is always down." There is no reason for this save as it exists in the minds of people.

The general work of a probation system includes a complete card index on all suspended cases in a police court. Following these might

include visits to homes of delinquents, office consultations, telephone calls and correspondence.

It is simply a book-keeping and follow-up system and performs the same function of economy as any economic system in any commercial institution.

It performs an economy in the working machinery of the law. As soon as the public learns that there is simple justice rendered in the treatment of police court cases, there will be less tendency to go to the expense of hiring lawyers to represent them on either side of the case. Take this comet party as an illustration: Had the foundry owners known the probation office's attitude they would not have gone to the expense of hiring a lawyer to represent them in having the boys "punished" and to make an "example" of them. Neither would the boys' fathers have had to employ lawyers to defend their sons.

Justice is given in spite of the lawyers and not by reason of them.

In Paris, France, where the probation system has been in use for more than ten years, it has reduced the number of reappearances in police court by 50 per cent.

In the "Story of the Bagman's Uncle," in Charles Dickens' Pickwick Papers, there is a description of a well-seasoned old boy, returning home to his lodging at a late hour after a Scotch feasting and drinking bout. He passes a wheelwright's yard and stops to contemplate a lot of worn-out stage coaches huddled there in the most desolate condition imaginable:

"The doors were torn off from their hinges and removed," as the description runs, "their linings had been stripped off, only a shred hanging here and there by a rusty nail, the lamps were gone, the poles had long since vanished, the iron work was rusty, the paint worn away; the wind whistled through the chinks in the bare woodwork, the rain, which had collected on the roof, fell, drop by drop, into the insides with a hollow and melancholy sound."

The above description is not pertinent to the subject of this editorial, but it is quoted as being so typically Dickens, and to give a more complete picture to the pertinent part which follows:

"My uncle rested his head on his hand and thought of * * * the numbers of people these crazy moldering vehicles had borne, night after night, for many years and through all weathers, the anxiously expected remittance, the promised assurance of health and safety, the sudden announcement of sickness and death. The merchant, the lover, the wife, the widow, the mother, the school boy, the very child that totters to the door at the postman's knock—how they all looked forward to the arrival of the old coach."

Did you ever think what the coming of the mail man means to a modern business?

The coming of the mail man brings as much joy and sorrow to the modern business as to the home.

He brings joy in many small orders, as in one large order in which effort, money and anxious waiting have been expended in obtaining; he brings the remittance just in time to save the renewal of a note at the bank, or saves the embarrassment of asking an additional loan to meet the week's payroll, or enables you to take a discount on a large bill of purchases; he brings information of prosperous trade conditions; a favorable comment on the goods you have sold to a satisfied patron and the news of a business disaster that has befallen your competitor—year after year and in all weathers.

The coming of the mail man brings disappointment by the small number of small orders; he brings a letter telling you that the long hoped for order in which effort, money and time in anxious waiting have been expended has been placed with another concern, or that its placing had been long deferred; the mail man brings the cancellation of a large order received with joy only the day before; he brings urgent requests to meet obligations that your conscience tells you should have been met long ago; he brings requests from the bank to reduce your loan at most inopportune times; he brings excuses for not sending the long expected remittance; he brings kicks on the goods from your best patron, the knowledge of dishonesty on the part of your trusted representative, or one to whom you had extended large credit; the mail man brings the knowledge of an expensive error on the part of an employee or a department, and the news of a business triumph of your competitor—year after year and in all weathers.

You do not run to the door to meet the mail man, as in Dickens' description, but you often feel like it. You go to the window of your

"MORGAN"

Trade Mark Registered.

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

John C. Morgan Co.
Traverse City, Mich.





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.

GROWTH INCREASES INVESTMENT

But added telephones mean at once increased income.

CITIZENS TELEPHONE COMPANY

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

MORE THAN 10,460 TELEPHONES

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

FIFTY QUARTERLY DIVIDENDS

And its stock is a good investment.

INVESTIGATE IT

CRYSTAL DOMINO SUGAR

2 lb AND 5 lb SEALED BOXES!

2 lb BOXES—60 IN CASE (120 lbs)

5 lb BOXES—24 IN CASE (120 lbs)



BEST SUGAR FOR TEA AND COFFEE!

private office, watch him as he crosses the street, or sit at your desk and listen to his foot fall along the hall and think him very slow—he is not half so concerned in his burden as those who receive it.

What the mail man brings is as a lottery to a business, with all its realizations of hopes and disappointments, and there are as many drawings per day from this business lottery as there are mails per day.

You arise from your warm bed in winter, or leave your cool home in summer amid the grass, the hills, the trees and the clear sky; you bolt a breakfast and hurry to the city. The women of your household, and those who do not understand, give you credit for strength of will in the repression of desire, but really it is your desire—to see what the mail man brings. And no one would doubt it to see you cut the string on the bundle, run through the pile and indicate your anxiety as you pick this letter or that one, cutting them open and eagerly reading each as though a ruling passion for game possessed you and the opening of a letter were the turn of a card on which you had staked your last.

What the mail man brings in the front door of the office is the barometer that forecasts the high or low spirits of everyone about a business institution, to the humblest at the back door, for any or to all it may mean approval or disapproval, promotion or demotion.

What the mail man brings in the door of the office may mean joy or sorrow in loss to the household on the avenue, and this same joy or sorrow may extend down and effect every walk of life; it may involve the taking on or laying off of the common laborer and thus bring the same joy or sorrow to the hovel in the alley.

We might stand to-day contemplating a lot of old aeroplanes huddled together in a birdman yard, with their broken ribs, bent braces, tangled wire stays and tattered canvas, just as the bagman's uncle contemplated the old stage coaches in the wheelwright's yard that night in Dickens' tale, but whether the letter comes by stage, water, rail or sky, we take from the mail man's hand most of the world's measures of joys and sorrows—year after year and in all weathers.

"It came, to pass in the reign of King Darius that three young men of the King's bodyguard spake one to another, saying, 'Let us each write a sentence concerning that which is strongest: and he whose sentence shall seem wiser than the others, unto him shall the King give great gifts and great honors in token of victory.' So they wrote every man his sentence. The first wrote, Wine is the strongest. The second wrote, The King is the strongest. The third wrote, Women are strongest; but above all things Truth beareth away the victory. Then they took their writings and delivered them unto the King, and so he read them. And he said unto the young men,

'Declare unto us your mind concerning the things ye have written.'

"Then began the first, who had spoken of the strength of wine, and said:

"Oh sirs, how exceeding strong is wine! it causeth all men to err that drink it; it maketh the mind of the King and of the fatherless child to be all one; of the bondman and of the freeman, of the poor man and of the rich; it turneth also every thought into pollity and mirth, so that a man remembreth neither sorrow nor debt; and when they are in their cups, they forget their love both to friends and brethren, and a little after draw their swords. Oh sirs, is not wine the strongest, seeing that it enforceth to do thus?"

"Then the second, who had spoken of the strength of the King, began to say:

"Oh sirs, do not men excel in strength, that bear rule over sea and land and all things in them? But yet is the King stronger: for he is their lord and hath dominion over them; and in whatsoever he commandeth them they obey him. If he bid them make war against the other, they do it; and if he send them out against the enemy, they go, and overcome mountains, walls and towers. They slay and are slain, and transgress not the King's commandment; if they get the victory, they bring all to the King. Oh sirs, how should not the King be strongest, seeing that in such sort he is obeyed?"

"Then the third, who had spoken of women and of Truth, began to speak:

"Oh sirs, is not the King great, and men are many, and wine is strong? Who is it then that ruleth them, or hath the lordship over them? Are they not women? Women have borne the King and all the people that bear rule by sea and land. Even of them came they: and they nourished them that planted the vineyards, from whence cometh the wine. Yea, a man leaveth his own father, and his own country, and cleaveth unto his wife. By this also must ye know that women have dominion over you: do ye not labor and toil, and bring and give all to women? Yea, a man taketh his sword, and faceth danger and darkness for his love. Oh sirs, how can it be but women should be strong, seeing they do thus?"

"Yet, Oh sirs, is there a stronger than women? Great is the earth, high is the heaven, swift is the sun in his course, for he compasseth the heavens round about and fetcheth his course again to his own place in one day. Is not the Maker of these things great? All the earth calleth upon Truth, and the heaven blesseth her: for with her is no unrighteous thing. Wine is wicked, the King is wicked, women are wicked, and they all pass away. But as for Truth, she abideth and is strong forever; she liveth and conquereth for evermore. With her there is no accepting of persons or rewards; but she doeth the things that are just and refraineth from all unrighteous and wicked things; and all men do well like of her works. Neither in her judgment is any unrighteousness; and she is the strength,

and the kingdom, and the power, and the majesty, of all ages. Blessed be the God of Truth!"

"And all the people then shouted and said, 'Great is Truth and strong above all things!' And the King said unto him, 'Ask what thou wilt and we will give it thee; for thou art indeed found wisest of all.'"

David Gibson.

Couldn't Lose Him.

"When I got home yesterday I found that my wife had gone home to her mother."

"You did? What did you do?"

"Oh, I just hurried over there and had a good meal, too."

It takes a lot of lies to get some people a reputation for truthfulness.

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.



Ceresota Flour

Is a high grade

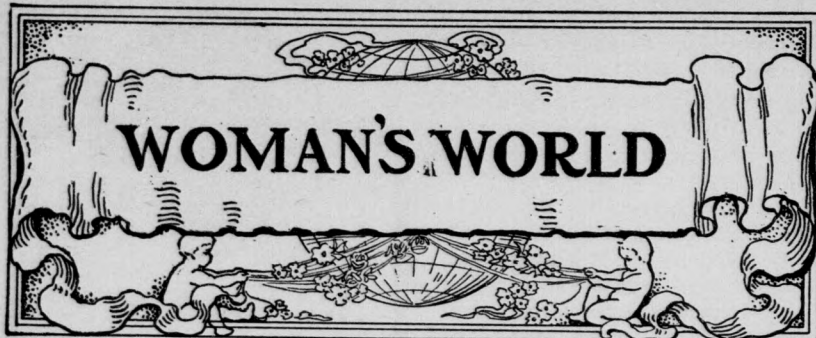
Spring Wheat Patent

Made for and sold
to those
who want the best

JUDSON GROCER CO.

Distributors

GRAND RAPIDS, MICH.



Spinsterhood Has Its Advantages as Well as Disadvantages.

Written for the Tradesman.

With a frankness due, perhaps, to the fact that she does not now, and probably never will, know me personally, an unmarried woman, 40 years of age, living in New Jersey, writes me and lays bare the secrets of her heart. She tells me she is not happy and asks whether I have any word of solace for such as she.

This far-away friend does not write like a "new" woman, nor has she espoused any profession or career, nor is she a bachelor girl who, with deliberate defiance, has chosen independence as her portion. She is nothing of the kind, but simply a quiet little body whom vulgar people, when behind her back and sometimes, alas! to her face, call an old maid—a woman who, in the choosing of partners in the game of life, has for some unaccountable reason been left without a mate.

Poor little heart! Her condition—the condition of every woman who finds herself in middle life with the years stretching bleak and dreary before her—logically demands consolation. Whether or not she acknowledges it even to herself, she is not satisfied; for there is implanted in her nature a desire "to have an idol and to be her idol's idol," as Mark Twain so aptly puts it. Missing this compound, double-and-twisted idolatry, life seems to her an empty failure.

For the woman who has a many-sided nature, to whom the world of achievement beckons with innumerable compelling hands, the case is different. She easily can discover a dozen outlets for her utmost energies, and, failing of husband and home, still may find life so full and complete that she will scarcely realize that she has missed one of the chief experiences of existence.

But the woman who, like the one who writes, is constructed simply "on the old domestic plan," who by her very nature is made for home life and nothing else, if she does not find it is to be pitied. She may well be likened to a little bird with only one song in its tiny throat; if no one wants to hear that particular little ripple of melody its repertoire is exhausted; it can not warble forth a different tune.

To begin with, taking life by and large, considering humanity as a whole, I most heartily believe in matrimony; and am fully persuaded that the married state is the proper and normal condition for the great majority of persons who are of suitable age and otherwise qualified for entering upon it. Despite all the mis-

eries brought to light by the divorce courts I can conceive of no state of civilized society with matrimony left out in which wretchedness and woe would not be infinitely augmented as compared with present conditions.

While believing firmly in the institution of matrimony, let me say that as I see life marriage, at least during this present mortal term of existence, is intended by an All-wise Power as an education, a preparation, a discipline, and not, as certain writers of sentimental fiction would have us believe, as a prolonged pleasure trip of unceasing delight. It is not with any trace of sarcasm or covert sneer that I advance this idea, but as the result of much thoughtful observation and study. If my New Jersey correspondent has read Mary Jane Holmes or Laura Jean Libbey until she holds to the pleasure trip idea, let her give my view of the matter fair consideration, and in time she will find it a fruitful source of comfort. If a bit of a philosopher she will reach the conclusion that for some reason her nature does not require this disciplinary experience, and so she is not getting it. She may even surmise that she is good enough without it. If theosophically inclined she will decide that probably she had a thorough matrimonial training in some previous state of existence and so does not need it in this.

I think my friend is somewhat of a dreamer and in her hours of solitude she has constructed her hero. Although made of purely imaginary tissue he is firm of will, strong of arm and masterful in achievement. Most surely it would be far pleasanter to pass through life leaning on his strength than it is to go stubbling it along alone.

Dear little friend, it is not from the contemplation of the ideal that you will derive consolation, but by looking at things as they really are, by observation of the "squalid actual," not in dreaming of the kind of a husband you would like to have, but in seeing with clear and unbiased vision the kind of husbands your friends and acquaintances who marry actually get.

If you will use your eyes instead of your imagination you will soon see that had you ever married it must have been not to the demi-god of your dreams, but to some living, breathing, mortal man with human faults and frailties. Perhaps he would have had a bad temper or a rasping, disagreeable voice or he would have been addicted to a foul-smelling pipe or would have had other and worse predilections.

There always is some blot to mar

the fair page of perfect happiness. The wife of one of the best men I ever knew confided to me that even her husband was not faultless, and while she did not seem able to define or describe just in what particular he fell short, she remarked sadly, "You certainly must see there is something very peculiar about Mr. A." There it is. If a man has no other vice or failing, then there is "something very peculiar" about him. Do not imagine your husband would have been any exception to the rule.

You eat your bread and drink your tea in silence and alone, and down in your heart honestly lament that there is no manly face across the table. But think a moment of the thousands of wretched wives who are surreptitiously slipping some powder or decoction into the cup that goes to the other side in the hope to break off a liquor or drug habit that is sapping health, capability and even life itself.

A while back a leading woman's periodical advertised as one of their forthcoming attractions an exposition of the subject, "How To Get Money Out of Husbands." Under a modified title some of the results of the investigation as to family finances made by this publication have recently been published. It is a live, up-to-date journal that has been doing this, and the fact that they chose such a subject proves it to be of interest to large numbers of women readers.

It would seem that just the sight of that advertisement would have gone a long way toward making

every unmarried woman who read it contented with her lot. The spinster, whatever be her financial condition, whether she has an independent income or is obliged to get out and hustle for her daily bread, ob-

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.



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.



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.

tains her money without begging for it and can spend it as she pleases. When she wants a 15 cent handkerchief or a new hair net she can go and buy it without first having to lobby an appropriation bill through an adverse and stingy legislature.

Since our friend's observations are to be fair and impartial, she will, of course, see that the unhappiness that exists in many homes is due fully as much to the shortcomings of the wife as to the follies and imperfections of the husband. Indeed, it will come to her as a kind of shock when she sees what sour, nagging, fault-finding creatures many of her school girl friends have become; and she may take to herself an added morsel of cheer, when she reflects that had she married she might have fallen into the same ruts.

Did space permit I could go on and present to my New Jersey reader many more phases of common experience that have consolatory aspects; but already I see her far less pensive than when I began. My homely, matter-of-fact observations have taken hold of her and she is beginning to brace up and see that life, while it does not offer her a lover's paradise of bliss, may still afford her endless possibilities of solid comfort and sensible enjoyment.

From some remark she let fall in her letter, I gather that my friend has had her little romance, which for some reason came to naught. May be he went West and never returned; or there was some misunderstanding and he went away with wounded feelings and afterward married someone else; or, perhaps, he died. Anyway, it is evident that this long-ago suitor corresponds very closely to that imaginary hero of whom we have spoken; indeed, the two have become inextricably intertangled in my friend's mind.

The romance is all right and I am glad she had it; but let me tell a story, which, even if it has been told in this connection before, is so fitting that it will bear repetition.

In India, just outside the city of Agra, is the Taj Mahal, a most wonderful piece of monumental architecture. It was built by the Emperor Shah Jehan as a tomb for himself and his favorite wife, and on it 20,000 workmen were employed for over twenty years. An American gentleman traveling in India had previously made a close study of the plans and descriptions of this marvelous structure until it stood pictured in his mind complete and perfect in every detail. The question naturally arose, Should he go to see the tomb? Very wisely he decided not to do so and turned him home without ever laying his eyes upon it, because he well knew that no real edifice of marble and mosaic or even of gold and precious stones could equal in airy grace and beauty his mental image of the Taj Mahal.

Do I need to press the moral upon my New Jersey friend or upon the sisterhood of spinsters at large? The joys of fulfillment have not been yours; but neither have you suffered the pangs of disillusion. Quillo.

How Germ Works in Human Blood.

Have you ever seen an ultra-microscopic cinematograph?

Don't be worried if you have not, for it is the recent invention of a French scientist and physician, Dr. JeJan Comandon. If American therapeutics takes to its designed purpose, you may have a chance soon to see the apparatus in operation. In brief, it is a machine designed to show the smallest of our destructive germs working within the human blood on a scale that makes a fly virtually as large as a circus elephant. This complicated mechanism not only shows the devouring germ at work in a blood corpuscle but keeps a perfect picture of them for the screen.

A patient may be suffering from tuberculosis. A drop of the patient's blood is drawn and put fresh upon the slide. The red corpuscles are seen individually, with the swarming, tiny, threadlike white germs moving actively in the white corpuscle matter, occasionally attacking a red corpuscle and boring into it, deforming the minute blood drop, which indicates that the consumptive is in a retrograding stage of the disease.

Under the same conditions the drop of blood from the patient who is slightly ailing or is building up shows the white threads of the disease making assault upon a red corpuscle. Then the white corpuscles immediately surround the tuberculosis germ in active fight. These white corpuscles increase in size as they fight. They surround the germ like tigers, battling until a white corpuscle suddenly seizes the germ and swallows it. That fight is over and for the time being the red corpuscle is protected.

That white corpuscle that always is in the blood remains as long as possible an aggressive agent against the blood that is germ infected. But under the light of this new French production it has been shown that an overplus of germs in the blood may render the white fighter discouraged after a time. He is less aggressive and less powerful. But when a red corpuscle containing a germ disappears the system will replace it with a healthy one if possible.

The sleeping sickness of Africa has been traced to the effect of a little germ called trypanosoma. When the victim, overcome, passes into the sleeping stage of the disease he is incurable. Two hundred thousand out of a total of 300,000 population in a certain district of Africa have died of this germ. This germ trypanosoma is one of the nearest immune from attacks of the white corpuscle of the human blood. The germs, in swarms, are more numerous and more active. The germ bores rapidly as a gimlet into the corpuscles, and when attacked proves hard to overcome. After awhile the white corpuscle seems to give up, and the gimlet germs multiply rapidly until they occupy almost the whole portion of the white element in the blood. In this condition the red corpuscles are split, broken up and disappear, leaving the victim to death.

This new machine of the French

inventor has proved a vast improvement upon the best microscope in that it shows in far larger diameters the blood corpuscles and the germs in active attack. Also in the microscope many germs are so nearly transparent that they do not show in the slide, with the light coming from below. In this new ultra-microscope the light is let in upon the objective glass with background, making the objects shown far clearer to the observer. To make light sufficient was another difficulty, as this light, of whatever character, would produce intense heat. In overcoming this fault Dr. Comandon had recourse to a water chamber intercepting the heat rays of the light.

The speed at which films may be taken average a speed of sixteen seconds, with one-thirty-second of the lamp between in darkness. The ultra-microscope magnifies an object from 10,000 to 20,000 diameters, and it may be thrown on the screen in these proportions. A fly under such conditions assumes the proportions of an elephant.

Old microscopic studies always have taken time, required a close and unflagging attention, even after coloring matter has been introduced in the subject germs and corpuscles. There is no movement of the microbes—nothing to show its movement under attack of the white corpuscles of the blood. On the other hand, the ultra-microscopic cinematograph shows the active blood and microbe movements, and in recording these makes it possible for the medical instructor to show his clinic the actual processes in germ diseases.

Irwin Ellis.

Novel Definition of Poison.

It has been found difficult by authorities to define the word poison. For instance, a dose of powdered glass will kill a man, but can it be said to "poison" him? A dose of typhoid germs might also be fatal, but it has been contended that it should not be described as "poisoning." Hence our interest in a novel definition by Prof. R V. Jaksch, who uses the following definition of a poison: "From a clinical point of view everything may be termed a poison which can damage the organism not alone by its quality but by simple excess in quantity—even food;" and truly he discusses the poisonous properties of all foodstuffs—milk, fats, flesh, fish and carbohydrates and their substitutes. In fact, many more people may be said to be poisoned by excess of food than those who die of starvation.

There are plenty of splinters in the ladder of life which one does not notice until he begins to slide down.

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.

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.

Simple Account File

Simplest and
Most Economical
Method of Keeping
Petit Accounts

File and 1,000 printed blank bill heads.....	\$2 75
File and 1,000 specially printed bill heads.....	3 00
Printed blank bill heads, per thousand.....	1 25
Specially printed bill heads, per thousand.....	1 50

Tradesman Company,
Grand Rapids.

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.



SELLING TO A CROWD.

Situation Which Angers Even the Best Clerks.

Written for the Tradesman.

The dry goods clerk who can get his customer away in a corner and tell her how well she will look in that material, and how her friends will envy her the style of that glorious bit of dress goods, is a lucky man.

The clerk who can get a lady away, all to himself, from the comments of chance friends and interested relatives is pretty certain to make a sale. How are you going to sell goods to a lady whose mind is being torn into fragments by conflicting opinions? It simply can not be done.

When the clerks' union gets strong enough there will probably be a law passed prohibiting ladies from hunting in packs—that is, shopping in relays and phalanxes. It is the thing which clerks hate most—this having to please ten in order to get the bank roll of one.

James will tell you all about that. James "clerks" at the Bargain Center, which is not the bargain center at all, but a dry goods store on the outskirts, where the clerks wait on all the counters, and know the goods from the front door back. He is rather a foxy young man, and if you ask him he will tell you how he made a sale under most adverse conditions.

There was a lady looking for dress goods and a lot of other things. James saw that the order would be a large one if he succeeded in hypnotizing the lady into taking her roll out there. He was glad to see the lady, for trade was dull, and the other clerks were beginning to think he was not so much of a salesman, after all. But this lady was surrounded, and environed, and escorted, and advised, and cautioned by a large host of well-wishers as follows:

1. One mother—critical.
2. One neighbor—sympathetic.
3. Another neighbor—sarcastic.
4. A cousin—suggestive.
5. A pretty daughter—submissive.
6. Another pretty daughter—assertive.

This was the combination James was obliged to tackle that hot afternoon. They all asked for new shades. They all rejected all goods presented. James heard something like this for three hours:

"I don't like that at all."
 "If it only had more—"
 "Anyway, it will fade."
 "Now, how about this?"
 "Never in the world."

"Something a little more on the green shade."

When all one side of the store was down on the counter, and James was thinking of turning in a fire alarm and having the hose turned on these shoppers, a thought came to him: He had not as yet discovered who the goods were for. He did not know who was to wear the dresses and things which were not being selected by this committee on how to shop although hard to please.

He looked at the critical grandmother. They were not for her. The neighbors were not sufficiently assertive to be suspected of having the price. The lady was dazed anyway and did not count.

So by the process of elimination he came to the two pretty girls.

"How do you like this shade?" he asked the girl who was assertive.

"It's rotten!" declared the girl, promptly.

"You bet it is," said the submissive daughter.

"You wouldn't like to have those old ladies pick out your dresses anyway, would you?" asked James.

The daughters said that they certainly would not.

"Well," said James, "if you stay here and let them rummage the stock a little longer everything in the store will be condemned. You come down here a few steps while they are expressing their opinions of that blue piece and I'll show you something that will put you in the front row."

And so the girls walked down the counter a little way, leaving the deceived and betrayed assistant shoppers bunched over the muslin counter.

"A young girl, especially if she is pretty, ought to have the right to pick out her own dresses," James said. "That is, if she is pretty and has good taste."

The daughters blushed and began to take notice of this young clerk. They noticed that his finger nails were not in mourning, that his hair was neatly parted without being glued down, that his clothes fitted him like the paper on the wall. A clerk like that ought to know what he was talking about.

"What do you think we ought to have?" one asked.

James took down a bolt of dress material which was suitable for a young girl—a young girl who thinks she ought to dress like a woman, yet who has not forgotten how to blush—and passed it over his arm and let it shimmer down on the counter.

"There you are," he said. "This will

bring out those brown eyes, all right."

The girls looked at each other and giggled. Any clerk who can talk about brown eyes in the same tone, and with the same manner, that he talks about brown merino can always get a giggle.

"How would it be made?" asked the assertive girl.

There is where James was at home. He took a piece of wrapping paper from a roll and a pencil from his pocket.

"Have you a pattern?" asked the submissive girl, not recognizing the signs.

"I'm going to draw one especially for you," replied James. "We have patterns in stock, but they are not always right. When a girl is slender,

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.

BURSON FASHIONED HOSE



HOSIERY

A full line of Burson hosiery as well as many other popular and well advertised brands in ladies', men's and children's.

We have some extra good values in men's half hose. Write for samples.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

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

and graceful, and full of life and action, she ought to have a dress to suit her style. The patterns they send us are made to fit wooden girls."

This was les majeste, of course, and the pattern house would have had James pinched for criminal slander if they had known about this attack on the integrity of their output, but no one heard it save the girls and the clerk.

So James bent over the counter with his pencil and drew a pattern which was just like a pattern he had in stock. The girls watched him interestedly. A young man who could draw like that ought to know whether a piece of goods would hold color or not—to be sure.

"What will grandma say to that?" asked the submissive daughter.

"I guess grandma hasn't got to wear it!" said the assertive girl. "When she gets clothes she does not leave it out to a committee of neighbors, does she?"

"Perhaps mamma won't like the shade," continued the submissive one.

"If you look up into her face like that," James said, with a smile, "she will like anything you like. Here, throw this over your shoulder and go up to the bunch—pardon me—the ladies out there and tell them you have found what you want. What?"

In about a second James heard exclamations as follows, to-wit:

"Why, that's horrid!"

"We've rejected that once!"

"Makes you look like a fright!"

"Who told you that was the correct thing?"

James walked up to give the girl the encouragement of his sympathetic presence.

The girl looked at gray-haired grandma, at the perplexed mother, at the advisory board of neighbors and then faced the clerk. They had not told her she was slender, and young, and brown-eyes, and fascinating. James had. Besides, he looked nice in his store clothes and did not seem a bit afraid of them.

"Never you mind!" she said then. "This is what I have picked out and here is the pattern. I guess we know what we want to wear!"

The perplexed mother drew out her bank-roll and the sale was made. The other things came easier.

As has been remarked already, there is no use in trying to sell one dress to six. In every crowd of six there is either a kicker or a humorist, and their deadly lips will bust up most anything.

Therefore, it is well for the clerk who wants to sell goods to deal not in the abstract but in the concrete. But it takes tact and nerve to win a buyer out of a lot of advisers.

So, after all, it comes back to the primal principle of clerkship. The clerk must be awake all the time and must size up conditions quickly. If people come at him in droves he must pick out the one who has the last word and do his talking direct.

Mr. and Mrs. Buttinski and all their relatives await the person who has money to spend. It would be a fine thing if the clerk could beat them up and add them to the contents of

the garbage barrel in the alley, but that might not do, for even the Buttinskies have people who are interested in them.

Anyhow, the clerk ought to be able to lure the real buyer away from all evil advisers and make a sale by such tact and soothing words as are here recorded as coming from the lips of James.

Alfred B. Tozer.

Be Ready For Your Work.

It is foolishness to attempt an important duty when entirely out of condition to perform it. The retailer who has put off until the last minute the writing of an advertisement and finds himself weary of body and exhausted of mind can not send out copy that will have any appreciable effect on trade or materially aid his business. He is not only liable to blunder but he is liable to send out senseless and unreadable stuff. He might better take the proper amount of time at the proper hour at the fancied risk of neglecting possible business which he can delegate to others if he is so inclined. He can not do everything and those things which need him personally must be looked after or he ultimately loses.

The window trimmer who is worked out from a hard day of trade and attempts to put in a fetching trim after the store is closed, working up to midnight and after, does not do efficient work nor does he make an attractive show commensurate with the effort it has cost. He is worth little the following day and the business has lost more than it has gained. Either that window should be allowed to go without trimming until the next day or that trimmer should relax flat on the floor or counter and rest for an hour before attempting work.

It is a fallacy to contend that a thing must be done and done at once when the operator is in no physical or mental condition to do it, expecting that results obtained can be of any appreciable value to the store. It is true that at times overwork may be necessary, but the work of exhaustion can not be necessary, for if the push of business is so great as to require such effort, or appear to require it, often, it is high time to provide more help to carry on the business. No business can be successfully conducted short handed.—St. Louis Drygoodsman.

It Was the Other Way.

"Mr. Jones," said the senior partner in the wholesale dry goods house to the drummer who stood before him in the private office, "you have been with us for the past ten years."

"Yes, sir."

"And you ought to know the rules of the house. One of them is that no man of ours shall take a side line."

"But I have none, sir."

"But you have lately got married."

"Yes; but can you call that a side line, Mr. Jones?"

"Technically, it may not be."

"You needn't fear that having a wife is going to bring me in off a trip any sooner."

"Oh, I don't. It is the fear that having a wife at home you'll want to stay out on the road altogether!"

Laundrymen Blame Merchants.

The manager of a local laundry contributes the following anent complaints of the rapid deterioration of linen after a few visits to the laundry:

"If the blame were placed where it belongs a considerable part of it would find its way to the shoulders of the manufacturer and storekeeper. I personally have seen handkerchiefs sold for 'pure linen' which, if analyzed, would be found to contain not one single thread of linen. The purchaser of those handkerchiefs bought them as pure linen, and expected them to wear as such and, on discovery that they do not, the blame is placed on the laundryman."

"Did you ever see a sign, '\$2 shirts for 95 cents'? The average man buys one, it is sent to the laundry, the color fades, the filling washes out and the laundry man is blamed for ruining a \$2 shirt. Mercerized cotton underwear is sold as 'pongee' silk or any other kind of silk, when, as a matter of fact, there is no more silk in that underwear than there is in a bale of hay. When sent to the laundry, the silky finish washes off and the laundryman gets it in the neck again. Some day in the far-off future a law will be passed similar to the pure food law compelling the

manufacturer and dealer to label his goods correctly, and then the much-abused laundryman will be thought more of than he is to-day."

A wise man thinks he is the only fool left alive; a fool is sure that he is the only wise man left on earth.

There is considerable difference between the self-made man and the maid-made woman.

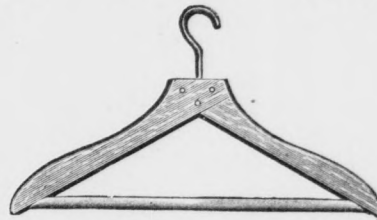
THE IDEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.

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

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

Made in Chicago by
BECKER, MAYER & CO.

HANG UP YOUR CLOTHING



33B Combination Suit Hanger \$6.50 per 100

Double, Polished Steel Tube

CLOTHING RACKS

Send for our Catalogue No. 16 How to Hang up Clothing

The Taylor Mfg. Co., Princeton, Ind.

Clothing Dealers Attention



I will have my fall samples
in room 12, Cody hotel, Grand
Rapids, four days during
Home Coming Week, namely,
from August 22 to August 25.
Best Overcoats and Suits in
the world to retail from \$10
to \$25.

Customers' expenses paid.

M. J. ROGAN

Permanent Sample Room, 305 Bowles
Building, opposite Griswold Hotel, Detroit

SHOULD WORK TOGETHER.

Co-operation Between Manufacturer and Furniture Dealer.*

The principles of co-operation by which an added force may be given to human purposes in every department of society, are so well and generally understood in our time and their advantages so definitely proven and widely appreciated that extended argument in support of the general proposition seems to me hardly necessary before this body of merchants. I shall, however, try to bring out the particular phases of co-operation bearing on the conditions and the possibilities of the furniture industry.

It will not be seriously disputed that capital for enterprises which are wholly dependent upon individual effort for permanent success is becoming scarcer and scarcer every year, and other evidence accumulates rapidly to emphasize the old adage that "In union there is strength." Society is growing in knowledge and wealth at an amazing pace; old forms of doing things prove inadequate to the new wants that are being continually created; modern industrial conditions are constantly becoming more complex and the tendency to new demands in things is increasing the burden of supplying them. Slight reflection will show that a higher degree of skill and ability is required to meet these new conditions, and the necessity for organized effort, consistent with the time in which we live, is becoming more apparent to all who are concerned in the welfare of large enterprises; but while these evolutionary processes are making themselves everywhere felt, the depth of their meaning is not always understood or appreciated by those who are affected thereby.

There is abundant evidence on every hand that co-operation is the principle through which present day business is seeking relief from the increasing complexities which beset our industries; the idea, however, is represented by two distinct economic schools, agreeing as to the potency of co-operation but differing almost oppositely as to the policy which should govern these forces. One is monopolistic and arbitrary, the other scientific and constructive, and we are indeed blind if we have not already seen that the former contains the seeds of economic sophistry and is riding for a fall towards the rocks of public opinion.

I do not wish to convey the idea that success is improbable, or even doubtful, unless co-operation is its guiding principle and ruling force. On the contrary, the spirit of individual initiative and of achievement gives ample proof that such is not the case. Above and superior to the idea of making money to provide him with his necessities and to supply his other wants man finds a source of joy and a spirit of delight in playing the game of business for the game's sake. Men who do things often find that they have progressed in their chosen vocation until by degrees it has become their avocation as well.

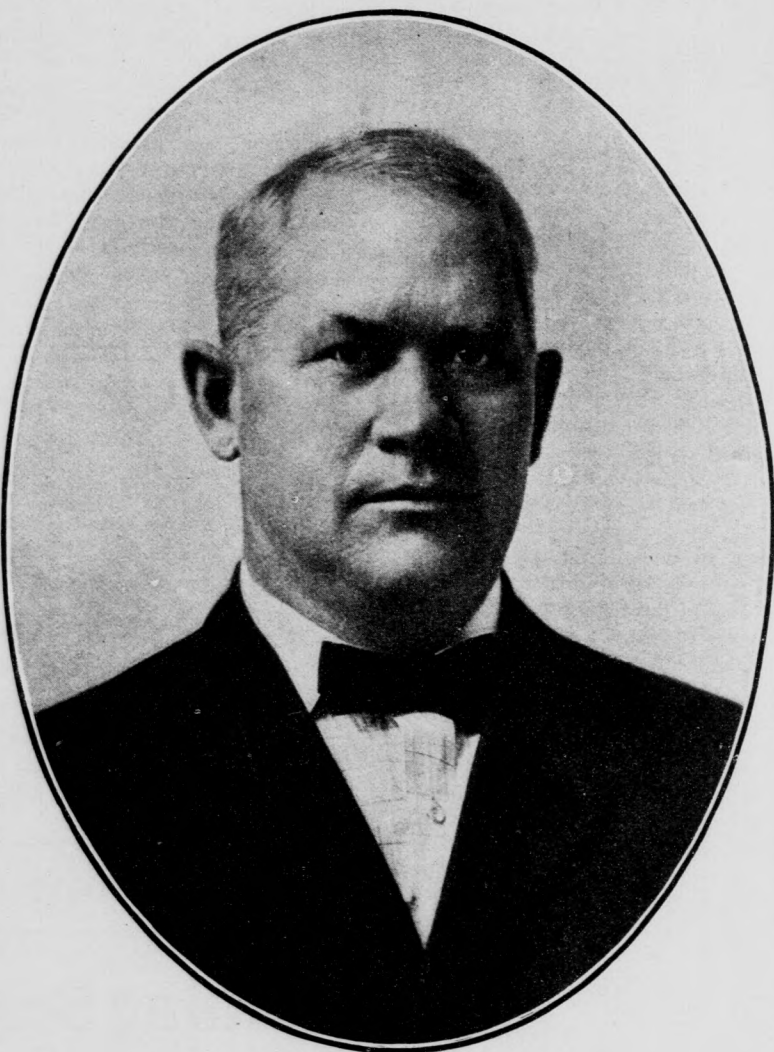
*Address delivered before the Retail Furniture Dealers' Association of North Carolina, at High Point, Aug. 10, by O. H. L. Wernicke, President of the Macey Company.

and therein lies the true germ of lasting progress. No co-operative plan which ignores or operates to suppress the individuality of its adherent units or fails to provide the widest possible scope for their exercise and development need occasion surprise if the result aimed at ends in disappointment.

Before undertaking any ambitious schemes let its supporters be sure that they understand each other and each other's respective qualifications for the task in mind, as well as the temperamental equations which must come into play and will leave their impress on the progress of their work. It is not wise to override honest prejudice nor even unfounded fear in the adoption of plans which must for their successful working de-

be kept constantly in mind as the guiding stars of your organization. In every struggle for survival or for supremacy those units of action which are best equipped scientifically and most capable of concerted action—other things being equal—will always prevail.

Ostensibly, all associations are formed and fostered with some definite objects in view. Trade associations for better trade conditions; political associations for better government, and so on. Retail furniture dealers' associations may be a power for good, but, like all other forces for good, they must be intelligently directed or they will not realize the more substantial benefits which the law of co-operation affords. The social side of these associations makes



O. H. L. Wernicke

pend upon the good will and co-operation of all concerned. The working out of many problems will in their last analysis be found not matters for paper elucidation, but for research, experiment and thoughtful study in the presence of actual conditions.

Organizations are not so much in danger from without as from within—from doing too little as from attempting to do too much—nor from either so much as from distrust of one another's motives.

I have been influenced to make the foregoing observations at the risk of becoming tiresome and being charged with preaching generalities, because I feel convinced that the principles involved and the lessons which they teach are fundamental and must

be kept constantly in mind as the guiding stars of your organization. In every struggle for survival or for supremacy those units of action which are best equipped scientifically and most capable of concerted action—other things being equal—will always prevail.

These stepping stones on the road of progress must not be mistaken for the final goal. They are but the fragrant and showy blossoms which precede the ripened fruit. There are two elements, either one of which will blight the efforts of any association. The name of one is Distrust; the other, Indifference; and of the two the latter is the worse.

There are three kinds of co-opera-

tion: the kind that helps nobody, the kind that helps somebody at the expense of somebody else and the kind that helps everybody. The first is a waste of time, resulting in misspent energy and neglect of opportunities for good; the second works on the principle of helping yourself at the expense of another; the third is the worst of all forms because it means monopoly, and the idea of monopoly is the same as robbery. There is no difference between enforced consent to robbery and robbery by force; in principle they are alike and a people who refused by the blood of their sires to be taxed without representation will not permanently endure robbery in any form whatsoever. The only form of co-operation that is worth while is the third; it benefits everybody and hurts nobody.

The progress of the world in every department of life may be traced to helpful co-operation. All other efforts of that nature have resulted in failures because they engendered opposition, which grew stronger and stronger until its force was great enough not only to resist but to destroy its enemy—and so will it ever be.

The furniture men all over this great country of ours have organized or are organizing for mutual benefits. This movement has found expression among manufacturers as well as among merchants. Look wherever you will and organized co-operation confronts us, whether among the machine hands, the cabinetmakers, the carvers, the finishers, the trimmers, the shipping clerks, the salesmen or the big bosses. So, also, with the merchants and the various subdivisions of their institutions. There is nothing very new or even alarming in this state of affairs. It simply means that the world is still progressing and that better and higher standards are demanded by those whom we attempt to serve for personal gain.

The one great common error which business men commit is that they take mankind too seriously. It is inconsistent with human nature to be serious. Man is a frivolous creature by instinct. I mean by this that what we call civilization and progress is nothing more or less than sentiment—a desire to shine and to satisfy the wants created by our own desires.

It is, therefore, good business to stimulate the wholesome desires of others in order to create new and greater wants to be supplied by our selves. I doubt if more than one-tenth of the money expended by a people goes for their actual needs. The rest of it goes for wants. There is a vast difference between human needs and human wants. All that anyone really needs is food and shelter sufficient to sustain life and health, and these are abundantly provided for by Mother Nature.

Beyond these simple needs, which every living creature enjoys, our activities have to do with our wants, and this represents business or commerce.

Furniture is a human want—not a necessity—and it follows logically that every effort which results in a



The Best Clerks Are Found Where National Cash Registers Are Used

A National makes a **good clerk**, because it makes him responsible for everything he does.

He must be **careful, honest, accurate, courteous** and **ambitious**. If he does not possess these qualities the merchant doesn't want him.

The National Cash Register tells the merchant which is his **best clerk**; which clerk sells the most goods; waits on the most customers; makes the fewest mistakes.

It provides an incentive for the good clerk and "weeds" out the poor clerk.

Good clerks are **salesmen**. They draw and hold trade to the store.

Put a National Cash Register in your store. A **better sales force, no mistakes and losses, more customers, and a bigger business** will result.

Over 800,000 Nationals in use. Prices as low as \$15.00.

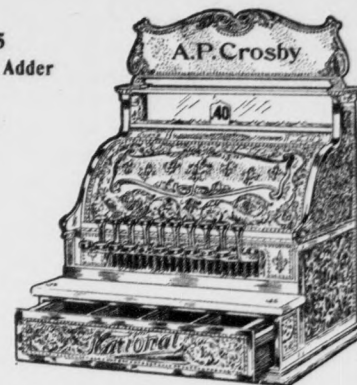
Send for catalogue showing pictures and prices and explaining the **greater values**. It will not obligate you in any way.

The National Cash Register Co.

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

Executive Offices: Dayton, Ohio

No. 225
Detail Adder
Price
\$30.00



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

No. 420
Total Adder
Price
\$75.00



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

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



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



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

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

greater desire for furniture will benefit those who are engaged in that business. It follows, also, that all of us, whether we make or sell furniture, should co-operate to enlarge the desire for more and better furniture. It is the one and only sane and permanent solution for all of the so-called evils in the trade. The only way to bring this about is by organized efforts to create more interest in furniture. There is no such thing as over-production in our industry; but we are suffering from under-education.

A nation that spends seven times as much to support its government as it does for furniture needs furniture education and not curtailment of production.

A nation that supports one saloon for every five or six hundred inhabitants and has but one furniture store for every five thousand needs furniture education.

A nation that spends more for tobacco, for coffee, for car fare and for an endless variety of other human wants, vices and luxuries than it does for furniture can be educated to want more and better furniture. The annual sale of furniture in the United States is only about \$1.50 for each person. Think of it! Why, it would not pay car fare for a month! I want you to take this simple truth home with you and think it over until you fully realize what it means; and I want you to consider whether you are doing what is for the betterment of the business or whether you are simply drifting aimlessly on. I want you to ask yourself whether your Association is doing anything to create a desire for more and better furniture or whether it is merely an Association which is trying to make business better by a vain effort to choke off competition.

One trouble with the business is that few people know enough about furniture to interest anybody, and the public seldom buys the thing in which its interest has not been aroused and cultivated.

We need more foolishness over furniture, more furniture talk—call it whatever you please; but, remember, we need it just the same. Start any fad or fashion, give it interesting publicity, endow it with sentiments that appeal to people's wants and forthwith it is a seller! This sort of education knocks over-production into a cocked hat. There is never any trouble over prices or profits when the demand equals or exceeds production, and if we can make people want to spend two dollars for furniture where they were spending but one dollar before there would be no "jobs" at half price, no complaint about mail order competition and no threats to boycott the manufacturers.

The average furniture man reminds me of the hoot-owl going to a funeral; in fact, many of them combine the funeral business with furniture and wonder why it is that the thrifty young bride endowed with thoughts of life and gaiety does not come in to his store and sit around among the coffins and other mortuary emblems while selecting some furniture for her nest.

How many of us in the business really know some interesting things to say about furniture—something that would make some other person want to spend his money for it? Mighty few! The reason for this is that furniture manufacturers have been narrow minded regarding publicity and blind to their own interests. They have not taken the public into their confidence by telling them the many interesting things that may be said about furniture. The talented designer and the skilled producer have hugged their own knowledge of interesting furniture lore so closely to their bosoms that they have nearly squeezed the life out of it. They shut themselves up like a jack-knife for fear that someone may steal an idea from them.

Ideas, like grains of wheat, only grow and multiply when they are scattered broadcast in the soil. A disagreeable truth is sometimes a better business asset than the most pleasant fiction, but the truth need not be disagreeable. It is usually quite pleasant to take when one gets the habit. It is largely a matter of acquired taste and should be cultivated with diligence. Truth always goes hand in hand with knowledge and progress, while ignorance is ever the handmaid of error and despair.

It is a curious fact that those who love their business and find pleasure in it; those who have a purpose beyond the mere making of money, often succeed in making the greatest profits, while those who regard their business as a means for getting riches seldom realize their ambitions. It is not difficult to understand why this is so. The man who likes his business makes others like it, and him, too. All the world loves a lover and cheers him on, but no one cares for the sluggard or loves the selfish, and the world easily detects truth from falsehood.

When a man talks about a thing he should know what he is talking about, and if he does not know enough about it to talk as much as he wants to he should hunt around for interesting facts and information, and not go on talking what is not so. The average retail furniture merchant does not know enough about furniture to make him an interesting talker on the subject, and very often the manufacturer knows as little about the subject as the merchant does.

There is not a single commodity in the realm of human wants about which more interesting things can be said or written than about furniture. It is with us in joy or sorrow, almost every hour of the day from the cradle to the grave.

Wood alone, from which furniture is made, is a most intensely interesting study and can be made to play a large and profitable part in the sale of good furniture. Its growth and its treatment are exceedingly interesting questions which afford material for stories that never fail to attract and create interest. There are no two pieces of wood just alike. Every piece, every shaving, is different from every other piece or shaving. Nature does not make dupli-

cates in wood; hence there can be no two pieces of furniture one just like the other.

The making of furniture is an ancient craft, trace of which is lost only where history begins. In all ages in all countries the degree of civilization achieved may be read in the silent records of its furniture and its architecture. The furniture craftsman of each generation has been confronted with problems of which his predecessor never dreamed.

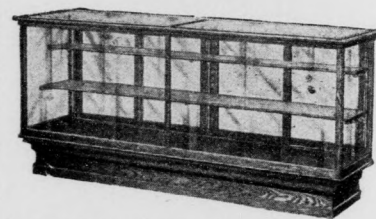
There is, probably, no phase of the furniture business in which our several interests can not be advanced by taking advantage of the opportunity which this co-operative movement affords, and until the good that can be derived from the forces and the knowledge we already have is realized it would seem to be a doubtful expedient to go farther. The furniture industry in this country has developed out of simpler surroundings than we now enjoy, and in the nature of things the men who are identified with it had not received and did not need to have a very high degree of scientific knowledge as a basis for their technical training, and it is but natural that we should find ourselves confronted with some problems which demand higher qualifications for their solution.

It is not long ago when a suggestion that the iron and steel industry would be revolutionized by chemistry was ridiculed, but we all see now

that it is the life of the business. We can also remember when the land was dotted with little flour mills equipped with a single burr driven by an overshot water wheel, and where the miller was looked up to by all the countryside as a craftsman whose art was to be envied; but all of a sudden, as if it were done in a night, chemistry took unto itself the milling business of the country. Look where we will, the sciences are rapidly replacing the older and simpler order of things. The live stock industry, now dependent for success on scientific methods, is another example. In the

You Should Have Our New Catalog of

DEPARTMENT STORE EQUIPMENT



It contains many new fixtures of interest to the merchant
Mailed free on request

WILMARTH SHOW CASE CO.
936 Jefferson Ave. Grand Rapids, Mich.
Downtown salesroom—58 S. Ionia St.
Detroit salesroom—40 Broadway

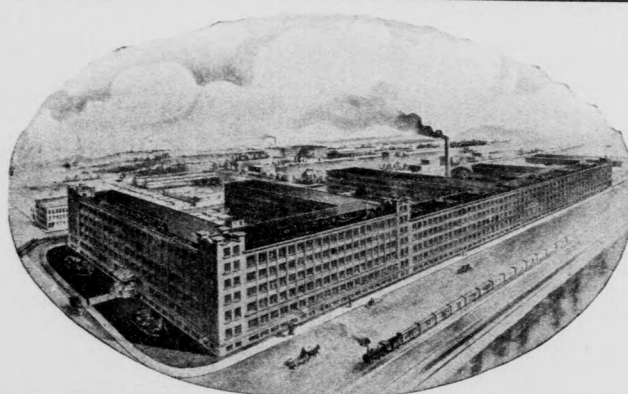
Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of
Furniture in America

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

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

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



Prompt Deliveries on Show Cases

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

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

good old days almost anyone could raise stock; all that was needed was some kind of an animal, a range and a brand; but now it must be graded stock plus capital and brains. The meat industry also has been changed from a multitude of small butchers into great packing industries which employ the highest possible scientific knowledge and technical training in every branch and department. The same law has remade other industries which were once successfully carried on by persons who had "learned a trade," and who shall say that the furniture industry is immune from its operation?

The making and selling of good furniture are complicated processes, combining skill, science, art and commercial wisdom. All these requirements are rarely met with in one establishment and almost never in one person. Each respective unit of a co-operative body may have in its own way built up a business more or less successful in character, and there may be within each concern a degree of skill, talent and order up to the average found in similar lines elsewhere when measured by existing standards of efficiency. It may, therefore, be taken for granted that no reflection is meant and that no credit or honor is taken away from any person or concern if we now set about to examine the standards themselves to see if they are sufficient for our present needs, as well as for those more complex problems which will soon be pressing for solution.

It is my purpose to bring forcibly to your minds the fact that where progress in the art is possible it will sooner or later be made by some one, and that there are always important advantages to be gained by getting there first.

There is one thought which appeals to me with impressive force and seems to find confirmation in experience. Since the development, production and use of good furniture appeal to the sentimental and artistic consideration of people with about the same force as they do their practical notions, it follows that extreme economies in its production, sale and distribution, while deserving of careful thought and attention, are not of such importance as to overshadow all others, and herein lies the need of educational work, which takes account of the wants, thoughts and sympathies of the people of our time and will be expressed in the quality, character and designs of our furniture. While it may be true that little can be added to furniture designs as received from earlier periods, it is also true that each epoch in the history of every progressive nation has left its distinct impress upon its furniture, and we have the same opportunity to express the dominant forces of our time in our furniture and thereby discharge our debts to the past by legacies to posterity. This need not take the form of designs alone, but may find expression in many other ways, such as quality, practical ideas and a greater harmony in all these.

I should like to see every member of your organization provided with the current furniture literature of to-

day, together with the best text books pertaining to the various branches of furniture, science and art. I believe it is quite possible for your organization to make itself felt in a center of thought which shall guide and direct, if it does not originate, the dominant note in all that will be said or written about good furniture.

There is to me something inconsistent in the semi-annual revolutions of styles and designs as against the further refinement of the good, strong and popular designs and the artful improvement of their details and conveniences. The practice which prevails seems to me to cheapen the designer's art and prostitute the glorious opportunities which our time and circumstances have placed upon his altar. A creation in furniture in which there breathes the soul of genius and which radiates the skill and talents of the craftsman, even although its lines be plain and its cost a modest amount, can no more be successfully copied than the creation upon canvas of a Raphael. We have an opportunity to set up standards of our own and to educate the buying public up to them; in other words, to choose our own vantage ground where the public will be with us and will accept our views if we only set about it in the right way and with the right spirit.

Your interests and mine; the interests of every furniture retailer and of every manufacturer are absolutely identical. We are all in the same boat; whatever hurts or helps the retailer also affects the manufacturer, and vice versa. There are really but two sides of the problem. The producer and the seller on one hand and the consumer on the other hand. It is plain to all that in the end you retailers will only sell as much furniture as the consumer can be induced to buy; and if the manufacturer produces more than that or you lay in any more than that one or both will be stuck for it. You can not make consumers want more furniture by keeping them in ignorance regarding the most interesting facts about it; and one of the most intensely interesting facts about furniture from a consumer's point of view is that it was made by a house that knows how.

Many retailers prefer to believe that their word goes farther with a consumer than anything the manufacturer can say. Sometimes that is true but the smartest dealer does not know as much about a piece of furniture as the man who made it. He may have the confidence of his neighbors but he can not make them believe he knows that which in fact he does not know.

The responsible merchant who handle goods made by reputable and well known producers have a two-fold advantage and inspire a confidence which results in satisfactory business for both. The producer who makes a good article and who lets the public know it helps the merchant to sell it. What we want in the furniture trade is a better appreciation of the fact that the makers and merchants can double the consumer's demand for furniture by

working together and by giving the subject greater and more interesting publicity.

Every maker of furniture should brand his goods with a name or mark to let the world know who is responsible for it. Then if it is good he gets credit; if it is bad the merchant is at least partly relieved from blame by placing it where it belongs. A merchant's guaranty not publicly backed by a reputable and responsible maker involves a bigger risk than any retailer can afford to assume for the ordinary profits in the business. I am glad to note that more and more the furniture makers are beginning to appreciate the value of trade-marks and publicity and that the best merchants are giving them encouragement and support. This form of co-operation will result in better furniture and better furniture will increase the demand. It will also increase profits and, together with publicity, will drive the snide houses out of business, to the lasting benefit and greater stability of the whole industry.

I am firmly convinced that a series of lectures by designers and others having interesting knowledge would be a benefit to the furniture industry. Such lectures could be illustrated by lantern slides in colors to show styles and decorations, and if gotten up with care by makers and backed by retailers would draw immense audiences in every community and would rouse up through the press and social circles more real interest in furniture than we can stir up in any other way. This plan, if carried out by the leading makers and merchants, would accomplish more and cost less than any other form of furniture publicity ever devised.

Let the merchants get together and say to the producers of furniture "We want you to brand your goods! We want you to advertise them by letting the consumer know why you desire his patronage; that will help us merchants and, in return, we will help you."

Every retail furniture store should be a center where people who have

homes can get inspiration that will result in making their homes more "homey."

It takes more than a "Clearance Sale," or "Half-Off," or "Blue Tag Day," at Sham & Fake's to increase the demand and respect of the consumers of furniture and, consequently, the profit of the merchant and the maker.

In conclusion let me say: If my little effort here to-day should result in some benefit to some of you who are present, or to the industry as a whole, I will feel myself amply repaid for my time and in coming here all the way from Grand Rapids, and I wish to express my gratitude for the opportunity of addressing you.

Aids To the Study of Flight.

The earnestness with which the study of mechanical flight is being pursued is attested by the elaborate equipment in the laboratory of aerodynamics at a French educational institution. Among the apparatus is a wooden tunnel fifty feet long with a cross-section of six square feet, in which a wind of any desired speed can be generated by means of a suction-fan placed at one end of the tunnel. In the wind-current thus developed are placed objects of a great variety of kinds and shapes, whose resistance, life, drift, surface friction, etc., are determined. A pressure-gauge that can be read to less than one ten-millionth of an atmosphere is used to determine the pressure at all points in the stream of air. The object is to furnish trustworthy data for calculations in aeronautics.

On some men opportunity never calls except to say farewell.

Never borrow to-day what you can wait for until to-morrow.

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



We Manufacture Public Seating Exclusively



Churches We furnish churches of all denominations. We design and build to harmonize with the general architectural scheme—from the most elaborate carved furniture for the cathedral to the modest seating of a chapel.

Schools The fact that we have furnished a large majority of the city and district schools throughout the country, speaks volumes for the merits of our school furniture. Excellence of design, construction and materials used and moderate prices, win.

Lodge Halls We specialize Lodge Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.

Write Dept. Y.

American Seating Company

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

EFFECTIVE ADVERTISING.

Some Examples of Especially Striking Announcements.

Written for the Tradesman.

Subscribers and readers of the Tradesman are requested to send along anything new, striking or novel in the way of advertising for comment. If you run across a good thing, send it to me. Let's pass along these good things. Mr. Merchant, you are given a standing invitation to send me your advertising for criticism and suggestion. Let me help you get up your next special sale. I am here to help you make money—no charge for my services.

If your talk to the public has no good effect there is evidently something wrong with the copy. Even if they do read your advertisement and do not remember it, there is that something lacking withal which just means the difference between success and a fizzle.

"GIVE me a few friends who will love me for what I am and keep ever burning before my vagrant steps the kindly light of hope; and though age and infirmity overtake me and I come not in sight of the castle of my dreams, teach me still to be thankful for life and for Time's golden moments that are good and sweet, and may the evening twilight find me gentle still."

No. 1

I have lately been watching the effect of two midsummer advertising efforts. One was called a "Festival," the other a "Clearing Sale." Both

From Owen Raymo, of Wayne, Mich., I received a blotter with a beautiful thought. (No. 1.) This occupied one-half of the blot-

Mr. Merchant:

Get hold of the rope—we need you—you need us.
—Tradesman Company.



No. 2

used good sized spaces in the local papers, both had attractively printed "Sale Bills" and both used exactly the same sized advertising sheets, 18

ter. The other half was used for a stationery talk, the first sentence being: "The price of a postage stamp is always the same," etc.

Houghton & Dutton Co.

New England's Great Cash Store

Boston, Mass.

Friday Three Hour Sales

THE BUYERS COMPETITION SALE for this month is now in full swing at this store, and the various departments are cutting prices, right and left. Our crowded aisles show that the people are keeping easily in touch with this sale. The rivalry between the different divisions shows plainly in the prices which appear in our bulletins from day to day. Notice the offers for our three hours sales tomorrow.

From 9 till 12	Double Legal Stamps Forenoons	From 2 till 5
----------------	-------------------------------	---------------

No. 3

x24, which I think is a very convenient size to put out. But I do not think that either one of these efforts paid the stores which used them. There was something lacking in both announcements. I think that I am safe in saying that neither one of the stores increased their usual volume of sales over 10 per cent. This shows clearly that the advertising was ineffectual.

It did not hit the bull's eye.

It did not bring in the people.

It did not add to the store's prestige.

Naturally enough if you were to ask either one of these people, confidentially, to give you their honest opinion about advertising in general they would not be over-enthusiastic in their replies. It is the little things that count.

A good coffee advertisement sent was a card which boasted "Chef Brand" for drinking quality.

In No. 2 is shown the effective blotter used by the Tradesman Company.

Pictures that tell their own story

**KOOL
KLOTHES**

No. 4

are better than type. But it is only an artist of the highest class who turns out the kind of pictures that talk.

I am a great believer in the use of cuts for advertising purposes. I do not think the cuts should be vulgar or funny or foreign to the subject, unless they illustrate a point. Now, for instance, I like to see a stove cut if you are advertising stoves, but

This is effective, resultful advertising, which is backed up by a strong storekeeping methods.

Attention is often directed by odd spelling of words. (No. 4.) I recall a baker who used clever fence signs

when board fences were still in vogue. He went through the country and covered with yellow paint the boards which he afterwards lettered in school boy fashion. (No. 5.)

After figuring this out you would find one like No. 6.

That Mr. Hall was more of a success in the bakery line than he afterwards proved to be in other enterprises only emphasizes the fact

sEe tAlL tHe bAkEr

No. 5

it should be an exact reproduction of the particular stove you are "boosting" and it should follow with a full description and price. Unless it does this you had better not use the "stock cuts" so often printed.

Do not use an old, worn out engraving of any kind. I remember several years ago a shoe store ran a cut of a darky who was dancing with

that he was a good advertiser and succeeded as long as he backed up his advertisements with good light bread and fine wholesome pies.

I believe that the easiest line of goods to advertise is shoes. Here is a little local reader used by a Western store:

"Mr. Human, Mrs. Human, Miss Human, Willie Human and, in fact,

HellS bReVd IS aLwaYs SoOD

No. 6

a big snapping turtle hanging on to his finger. They ran this old cut until you could hardly tell what it was supposed to be. Often we are all tempted to keep on using a name engraving or some useful illustration long after it has passed the stage of newness and quite often after it has had rough treatment at the printer's hands. It is better to throw the cut away than to mar the looks of the advertisement with it.

Following No. 3 comes six single columns of bargains closely

the whole Human family can find wear, style and comfort through buying their shoes here of —"

No. 7 shows another.

Everybody must wear shoes and when we think of the families where some member is needing new shoes almost constantly it is plain to see why a strong appeal, a well-worded, tasty shoe advertisement shows results, perhaps more quickly than most any other form of publicity.

A good shoe advertisement strikes a responsive chord. The demand for

Shoes that are made of genuine leather—that contain none of the cheapening frauds so common in shoes.

Shoes that are guaranteed to give satisfaction—or money back.

Come in and see our new styles—whether you are ready to buy or not.

No. 7

set, the first three columns under the 9 until 12 o'clock sale and the other three columns under the 2 until 5 space. That these hourly sales are a big success is a well-known fact and they do not exaggerate when they say that their "aisles are crowded."

shoes is ever present. It rests with you, Mr. Advertiser, to awaken the tardy shoe buyer and turn the shoe money your way.

Rutledge & Jackson, Fort William, Ontario, say: "You will know the difference between good and bad leath-

Didn't Want to Be Ordered About

A wholesale grocer, in the South, wrote another in the North as follows: (We have the Southern gentlemen's letter and a copy of the Northman's reply.)

How the Truth Will Ooze Out

POSTUM CEREAL CO., LTD.

TO THE NORTHERN HOUSE:

Battle Creek, Mich.

Will you kindly give us the start of the Cereal about which we have heard so much? Our leading seller in cereals in this section is Postum and Post Toasties. The Corn Flake people are working our trade this season and we note they never fail to give Post a kick or a drive.

Very truly yours,

Signed by the SOUTHERN GENTLEMAN.

(THE REPLY)

GENTLEMEN:

Your esteemed favor of the 16th has our attention.

It is a long story—too long to dictate. We understand from your communication that your leading seller is Postum and Post Toasties. We want to say, that, in our opinion when you sell Postum and Post Toasties you are selling the best product of its kind in America, or the world, put up by the nicest people—great big, fair, square, red-blooded men who see to it that the jobber and the retailer both get a handsome profit, and that the consumer always receives the best obtainable.

We have bought a great many carloads of the Postum products, have never had a single complaint, and the goods are not only giving universal satisfaction, but in every case they have proven a wonderful "repeater."

You speak of the "Corn Flake" people working your trade and that they never fail to give Post a kick or a drive. "The higher the steeple, the plainer the mark." Post stands so high with the trade throughout the world that we have no doubt he is in plain sight at all times with the "would be" or "wished he was" competitor.

Referring to Corn Flakes—we are busy people here, turning out in the neighborhood of \$—— worth of goods a day, and the result is that we do not have much time to argue with a man who comes along and says do this or that. We usually give him a very good imitation of a Yale kick on the football field, and that is practically what we did with a certain brand of Corn Flakes—we kicked them out of the house and have never bought a case from that concern since that day. We have practically no demand for the goods.

The other fellow can kick and keep on kicking, and Post will go on just as he has been for several years, turning out, in our opinion, the very best obtainable in his different lines; and he treats his friends so fair that it is really a pleasure to do business with any of the Post family. It is understood that they have a business large enough to pay them \$—— a year profit, so you can form some idea of the enormous business they must do. They never could have built this business up if they did not have the very best obtainable and took the proper care of their customers. We certainly hope they will continue to grow and expand until they have an income, net profit, of ten millions a year—because they deserve it. Their method of taking care of the trade, the push, fire, energy and dynamite back of the family is simply wonderful; and when you consider that they are pushing the best cereal coffee in the world and the biggest seller in the way of breakfast food—the other fellow is up against a pretty stiff game. He may get in a few goods. They may stay in there a season or so, or they may stay in for a week or a month, but from our experience Post will be playing the game when some of these loud-mouthed, would-be competitors are out of the business.

Stick to Post Toasties and Postum and Grape-Nuts and we do not think you will make any mistake.

Respectfully,

Signed by the NORTHERN HOUSE.

er only after you have worn it. It is then that the inferior leather shows its defects, both in looks and wearing quality. When you buy a pair of shoes you are at the mercy of the maker. If he puts inferior leather into them he is going to lose your future trade. But if he uses good sound, high grade stock, well selected leather it means that your purchases won't stop with one pair—you will become a regular customer of ours and a permanent buyer of your favorite make of shoes."

Doesn't this kind of talk hit the nail squarely? It is what I call good sound advertising sense and this kind of argument, used in an advertisement or behind the counter always produces good results. It is effective because it inspires confidence, creates desire and actually sells goods. Do not forget that the invitation to send me your newspaper or other advertising for criticism and suggestions is still open to subscribers of this paper.

Send them along! Write me in care of the Tradesman.

Yours for more business,
The Hoosier Storekeeper.

Criticism Kindly Offered May Do Good.

Written for the Tradesman.

Intelligent, well-founded criticism is helpful to the person criticised it received in the right spirit. Whether it is kindly received or not depends much upon the spirit or manner in which it is given. Complaining, fault-finding criticism is apt to produce a belligerent mood in the person criticised. When this feeling has subsided and one thinks calmly about the matter he may realize that it would have been wiser to assent to the criticism and act upon the suggestions than to show resentment.

The most kindly criticism and the wisest advice is many times met with argument. It is against any proposition for betterment or in favor of the previous course of action. It is most natural to defend a course which has been decided upon or a habit which has been followed, and yet we do well to give respectful attention and earnest consideration to the advice or criticism of one who is a true friend. But no matter if it be friend or foe, ally or opponent, if there is reason and sense in it one should not fail to profit by it. Rise above personal considerations and accept the good which is proffered.

E. E. Whitney.

The Assistant Handled the Job.

A bartender died suddenly in Pittsburgh, Pa., and some of his friends telegraphed to the undertaker an order to make a large wreath. Investigation showed that the telegram ordered a wreath bearing these words: "Rest in Peace" on both side of the ribbon; if there should be room: "We shall meet in Heaven." The undertaker was out of town and his new assistant handled the job. It was a startling floral piece which turned up at the funeral. The ribbon was extra wide and it bore the inscription: "Rest in peace on Both sides And if there is Room We Shall Meet in Heaven."

THE COMMON HOUSE FLY.

Big Task To Teach a Nation To Be Clean.

A short time ago I sat down to a hurried luncheon in which a recently opened can of sardines played an important part. The small fish were of excellent quality, and I had eaten two with considerable relish when an examination of the third revealed, closely pressed against the side, an oil-soaked fly.

I felt about as Jerome must have felt when his pet rat was drowned in a jar of jam, and no one knew what had become of the poor thing until the second helping.

The sardines in question were alleged to have come from Portugal. Whether this was so, or whether they came from the fisheries of the Maine coast, I am unable to tell; but I was at least sure of the identity of the fly. He was in such condition from the preservative effect of the oil that a mere glance sufficed for his identification as the house-fly—*Musca domestica*—and whether he came from the Spanish peninsula or from Canada or from my neighbor's barn. I was sure of his life history as I was sure of his name.

I knew that the egg from which he came was laid in filth; that all his youthful, larval, growing days were spent in filth; that he lived and grew in the vilest offal that his mother fly could find. And when he finally emerged as an adult insect he walked about on this same filth and on other filth which he, perchance, might find. After a whole career of filthy life, with claws badly loaded with bacteria of every sort, the fly found my sardine and came to me.

Do you wonder that I banished the remainder of the can? And yet I have known, and still know, many persons who would simply say, "Oh, it's just a fly! What difference does that make?" It really makes all the difference in the world—the difference between cleanliness and dirt, decency and pollution, even the difference between life and death.

Until almost the very present the house-fly has been accepted as a disagreeable but unavoidable nuisance. It was but yesterday, so to speak, that the fly was proved guilty of carrying the germs of disease upon his feet.

Through all the years of the dim past, in all lands where men have lived, the fly has been a constant companion of humanity. We have accepted his annoyance as such because of our ignorance of the insect's real iniquity.

The house-fly, or, as Dr. Howard calls it, the typhoid fly, is so important a factor in the public health that I am convinced that the most vital problem in economic entomology in America to-day is to provide some measure for controlling this pest. With the control of the common fly, however, we face the most gigantic problem of insect control that has ever confronted mankind. The fly is entrenched behind a bulwark of public ignorance, and not until we educate the common people to a realization of their danger shall we be

able to make much progress in fighting this enemy.

It is probable that the enlightened readers of this paper do not realize the extent of the popular ignorance of this subject. The people who should read this article will never see it, or if they do, will ignore it. It is too true that the people who most need the preaching never go to church.

An extensive experience in field work has taken me into many country homes, and has given me an opportunity to see how the common people really live. I have observed that one can learn but little of a people by staying in the front room. The common people live in the kitchen, and you must watch the back door and the alley entries if you would know how they live. I have seen meat prepared for the table after the maggots of the blow-fly had been removed, and it was done as unconcernedly as a housewife might remove aphids from a lettuce leaf. One of my deputies tells of eating (or trying to eat) at a farmhouse where flies swarmed in the kitchen. The cup in which the coffee was served had a peculiar speckled appearance, which he took for some singular and grotesque decoration.

MUNICIPAL RAILROAD CORPORATION BONDS

E. B. CADWELL & COMPANY
BANKERS

Penobscot Bldg.

Detroit

GRAND RAPIDS FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich.

The Leading Agency

Kent State Bank

Grand Rapids, Mich.

Capital . . . \$500,000

Surplus and Profits . . . 180,000

Deposits

5½ Million Dollars

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

3½ %

Paid on Certificates

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

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.
JOHN E. PECK, V. Pres.
CHARLES H. BENDER, V. Pres.
HEBER W. CURTIS, Cashier
JOHN L. BENJAMIN, Asst. Cashier
A. T. SLAGHT, Asst. Cashier

DIRECTORS

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

We Solicit Accounts of Banks and Individuals

THE NATIONAL CITY BANK GRAND RAPIDS

WE CAN PAY YOU

3% to 3½ %

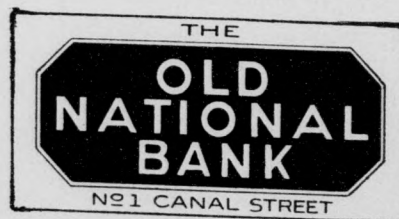
On Your Surplus or Trust Funds If They Remain 3 Months or Longer

49 Years of Business Success

Capital, Surplus and Profits \$812,000

All Business Confidential

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.

until, to his horror, the adorning specks began to dissolve around the rim of the coffee.

One warm October day, while driving through the hills of Southern Indiana, I became thirsty and stopped to secure water at a farmhouse. The woman told me I might have a drink, but that I would "have to draw it." She led the way through a kitchen literally alive with flies, and took me to a well of ancient pattern. When I had emptied several cups of what seemed to be good water, I thanked the mistress and spoke a word of appreciation of the cool drink. Imagine my feelings when she replied that she was glad I liked it; she liked it herself, but "them hereabouts won't use it, 'cause we had so much sickness in the family and three deaths from typhoid." With such ignorance, do you wonder that typhoid costs America more than three million dollars every year?

In most Latin countries the outside doors and windows are heavily barred. The principal attention that is given the criminal is to keep him out of the house. Are we not doing the same thing with the fly when we depend on wire-cloth screens to save our dinners from pollution? Isn't it about time that the American people woke up to the seriousness of this matter and stopped begging the question by merely screening their houses?

The house-fly and its associates breed in filth of all sorts—stable manure, open vaults, neglected garbage, exposed flesh, such as cholera hogs, etc. The eggs are laid in this food material, the young hatch, and for a variable number of days are active, feeding larva—maggots; when full-grown they enter a resting stage. This period is also of variable length, but eventually the adult fly emerges.

From even a casual consideration of this life history it will be seen that the salient point of attack against this pest is at the larval, or helpless stage. Flies must lay their eggs on material which is suitable food for the young, or they would die out in a single generation. They must have filth in which to breed and as long as we provide them with plenty of it we are going to continue to spread typhoid broadcast over the land.

The measures for the control of this insect are comparatively simple. And this fact of their simplicity is one of the reasons why it is difficult to institute remedial reforms. The average citizen has no faith in things which he can readily understand, and we can not deny that there is a widespread desire on the part of the public to be fooled. The economic entomologists of the country have known for years that the most effective spray for the control of the San Jose scale is a simple mixture of lime and sulphur boiled for one or two hours. This information has been spread broadcast, and yet the public is so intent on being fooled that the manufacture of quack spray solutions was never in more thriving condition than it is at present.

Simple decent cleanliness about the stable, the open vault, and the garb-

age can will do wonders for the control of the fly. There is no legerdemain about the matter at all.

Last winter a farmer sent for me to come to his place and tell him how to get rid of a pest of flies. Such a call in the winter was unusual, and I investigated with considerable interest. It was reported that the attic was "alive with flies and they were breeding there." I found that the number of flies had not been exaggerated. The windows of the attic were literally darkened with them. Breeding they were not, for the simple reason that they were tightly shut in the attic, and that the attic was perfectly dry and clean. The housewife was an excellent housekeeper and in all things under her control I found perfect order.

An examination of the insects showed that most of them were not house-flies, but flesh-flies and cluster-flies. This latter insect is but little understood, and is supposed to breed even in wet earth.

Across-examination of the owners of the farm revealed the fact that the previous season many hogs had died in the neighborhood from the cholera, and that they had been somewhat neglected. This, of course, accounted for the unusual number of flesh-flies in the neighborhood during the fall season. This excessive brood simply took refuge in the most convenient shelter it could find, which happened to be the farmer's attic.

The impression which the farmer had relative to the pests' breeding in the attic had its origin in the fact that the flies were of different kinds and different sizes. I had some difficulty in explaining that when an adult fly emerges from its pupa case and dries its wings, it has its full growth. The alleged "young ones" were adults of a smaller species.

It is a big task to teach a nation to be clean. And yet that is the problem which we are to face in America if we are to lessen the fly evil. Nor can we teach a nation or an individual to be clean until that nation or individual wants to be clean. Possibly a dissemination of knowledge regarding the real nature of the house-fly will prove to be an incentive to individual and national cleanliness, but it is certain that until we have that national cleanliness we shall continue as a fly-pestered country. Benjamin W. Douglass,

State Entomologist of Indiana.

Here's Another Blow To Fiction.

"Her hair turned snow white in a night!" Fiction has recorded this in frightful climaxes coming from grief, fear, and kindred strong emotions. Dr. L. Stieda in a recent paper briefly calls the phenomenon bosh. He admits that long grief, anxiety, or insanity may shorten the period of more or less natural whitening of the hair, but here science drops the subject. In these modern days of enormous coiffures the skeptic layman looks upon such an alleged phenomenon as that sudden, physiological moment when a woman with store hair no longer can keep up her complexion to fit it. She burns the wig in the furnace, leaps to a front window screaming—and there you are!

Love Duty and Honor Rather Than Ease or Pleasure.

Written for the Tradesman.

It is a very pretty theory that every one should choose the work he loves best. Could every one do so it would greatly increase the number of contented workers. It seems reasonable that one will do more efficiently the work he delights in and realize not only more satisfaction and profit himself but contribute the like to others.

It may be wise for an employer to choose his help or assign them their duties according to this plan. It is no doubt wise for the parent or teacher to give due consideration to the natural proclivities of the children in their charge. The individual, however, while he should not ignore or go contrary to his inclinations, he should not be guided wholly by his preferences. He should give due weight to other considerations.

Among the first questions are: What can I do that needs to be done? or, In what useful work may I become most proficient? What ends do I most desire? What do I wish most to see accomplished?

There is many a one who does not love the work to which he gladly devotes the most years and the best efforts of his life; he accepts it as his duty; he prosecutes it for the good of his fellows. Such might be any officer of the law; such might be a nurse or surgeon; such might be a superintendent of workmen; such might be a member of a board of arbitration; in fact, such might be any one who occupies a position which requires him to demand obedience of others. Who can love any work which constantly exhibits to him the distress, the weakness or the wickedness of his fellows?

There is a time for every one to get out of the kindergarten class. There is a time to lay aside the question of whether one likes or dislikes his or her work and buckle in to it and accomplish something. Be a man or a woman, but no longer a child to be amused or pleased by the task set for it. Take any honorable work that will yield a livelihood for one's self or family whether you love the work or not. Do not be a disappointment to family, friends or employers because the only available work does not exactly suit. Think more of your obligations to others than of your own ease or pleasure, and win approval rather than pity or contempt. E. E. Whitney.

Paris To Be Made More Beautiful.

Paris, already conceded to be one of the most beautiful cities in the world, recently has borrowed \$200,000,000, with which immense sum it proposes to put on some more architectural and scenic frills. Half of the sum will be devoted to the upkeep of municipal buildings, for new buildings, for parks and promenades. That single interesting unit in the scheme is an "X" bridge over the Seine, one drive connecting the Rue de Rennes with the Rue de Louvre, and the other connecting the wharf of the Louvre with the wharf Conti. A single river pier will serve as the bridge support.

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.



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

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?



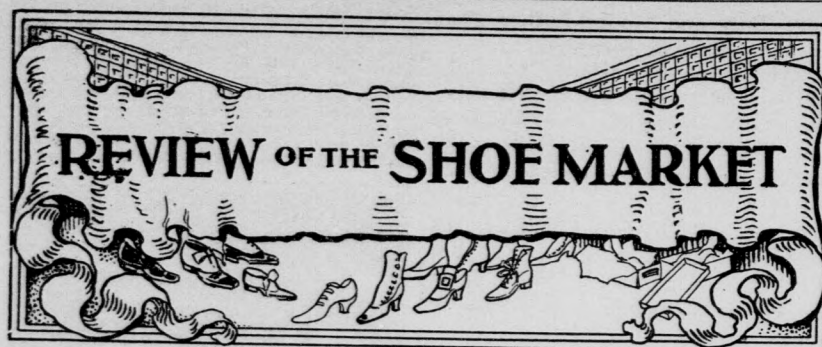
The G.E. Tungsten

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



Some Clever Hints on Seasonable Advertising.

Written for the Tradesman.

The Smith-Kasson Shoe Store, of Cincinnati, recently got out a neat sixteen page folder, including covers and flap, size 3 1-4x6 5-16 inches, telling a bright, snappy story entitled: "What the Good Samaritan Showed the Footsore Man," with the subtitle, "A Helpful Preachment, Illustrated With Etchings in Zinc."

The story is succinctly and interestingly told. It runs as follows:

"Once there was a man who, lifting his voice, did make speech with exceeding vigor, saying, 'GEE, my feet hurt.'"

"Whereupon a Good Samaritan, giving heed, did open his mouth and utter forth conversation, saying: 'Come hither, footsore one, and I will show you something.'"

"This, gentle reader, is what he showed him."

And on the following page of the folder is a picture of a shoe with a built-in arch supporter, upon which rests a man's foot. This shoe is styled, "The Archway Shoe, the Onlyway to foot comfort."

These shoes are priced at \$7 the pair, and the advertising man adds, "We know scores of men who would pay twice \$7 for a pair." They come in oxfords and high shoes, in velour calf and vici.

Thereupon the story proceeds:

"Mayhap your arch is broken down," spoke the Good Samaritan, "in which case you need the Archway Shoe."

"Then the Good Samaritan told the Footsore Man that the arch was built (by hand) into the shoe; that it supplied what Nature had given to Adam—an arch, so his feet and legs would not ache while treading around the Garden of Eden—and how very, very many of Adam's descendants had broken-down arches.

"And, lo and behold, Footsore had a broken-down arch.

"That's why he said, 'Gee, how my feet hurt.'"

"And what do you think the Good Samaritan said?"

"Say," said the Good Samaritan to the Footsore Man, "do you spend your summer half holidays in a boiler room?"

"Believe me when I tell you I do not," was the reply.

"Well," responded the Good Samaritan, "why do you house your feet in suffocating shoes? No wonder they perspire and burn."

"Look at the cut. Hot Foot," said the Good Samaritan. "The hole in the heel lets fresh air through a steel tube entering the steel air chamber in

the shank, from which it passes through holes—see 'em?—right to the foot."

"Lead me to a pair of these," shouted Footsore, and they started for

"SMITH-KASSON'S."

Freshness and Truth.

This is a bully good piece of advertising.

It illustrates what freshness and originality can do for an old story.

When you get right down to hard pan there isn't anything particularly startling about shoes as commodities. In a way they are commonplace and everyday affairs—these shoes that we wear.

And yet the shoe merchant who is compelled to talk about his wares from time to time (as he must perforce do to keep abreast of the game) can rejuvenate an old, prosaic topic by giving it a fresh and novel treatment.

The Smith-Kasson people have a big store—one of the largest stores devoted exclusively to shoes, hosiery and lingerie in the West. And they have an advertising man that knows just how to put on the rousements.

But the small shoe dealer who can not afford the luxury of a high-salaried advertising man can do the stunt for himself if he is willing to pay the price; that is, give the matter of his advertisement the time and thought to which they are justly entitled.

But shoe dealers so often seem to have gotten into the habit of putting off the preparation of their copy to the last minute; or, worse still, leave it to the local printer to fix up any way he likes.

It pays to get out of the beaten path in advertising one's shoes.

But another factor which the dealer can not afford to overlook is the matter of veracity—plain, everyday truthfulness in one's advertisements.

It is easy to become enthusiastic; and not so very difficult to overstate. Be careful. I recall reading an advertisement gotten out by a certain shoe merchant in a Western city, in which he offered to sell for \$7 a pair of absolutely waterproof shoes that would outwear any five pairs of shoes, no matter what they cost or by whom they were made. I have often wondered how much trouble that dealer brought on himself unnecessarily as a result of that rash proposition. In the first place an absolutely waterproof pair of shoes is a remote ideal. Snow water, as we all know, has wonderful penetrating properties. And when anybody can make one pair of shoes so

Big Saturday Sellers

One dealer says: "It doesn't seem to make much difference what shoes I show in my window, the boys all come around Saturday and insist on buying



THE BERTSCH SHOE

GOODYEAR WELTS FOR MEN

The man who has seen them can't forget them when it comes time to buy shoes. The Bertsch Shoe will increase your trade—increase the prestige of your store—and will unmistakably increase your profits.

Take two minutes' time to mail a post card request for samples today.

HEROLD-BERTSCH SHOE CO.

Makers of the Famous

H B Hard Pan and

The Bertsch Shoe Lines

Grand Rapids, Michigan



Watson-Plummer Shoe Co.

Chicago
Stock Rooms and Offices

Dixon
Factory

THE CIVIL SERVICE SHOE FOR MEN

RAILROAD
POLICE
FIRE
MAIL
MOTOR

WATSON-PLUMMER SHOE CO. CHICAGO MANUFACTURERS

Our salesman will soon be on the road again showing our new spring line for 1911, embracing one of the strongest general lines in the market.

Red School House Shoes for boys and girls. The Watson and Civil Service for men. Best known for durability, service and style.

Don't fail to look over our spring line. New stylish lasts and patterns. New location—Market and Monroe Sts., Chicago.

everlastingly good that they will outwear five pairs of the other fellow's best—well, that's going some. I have no personal knowledge of the gentleman. And besides you have got to show me.

Now I contend that there are enough truthful things to be said about shoes to provide any merchant with ample selling points. Stick to the eternal verities if you want to keep out of trouble. Goodness knows we have enough troubles in this world—troubles that come surreptitiously and in spite of our best efforts to ward them off—it isn't worth while to go out and invite them in.

Push the Summer Shoes.

How about the summer sort? Are they moving with alacrity?

They ought to be. We are having some encouraging hot weather symptoms in most sections of the country. If people are going to be in the market for summer shoes they'd better be at it now. If they are not it probably is your fault.

The way to sell summer shoes is to display summer shoes, advertise summer shoes and talk summer shoes.

Forget all about the winter varieties. Help your customers to forget about them. If they call for high tops show 'em oxfords. Explain the advantages of the latter as shoes adapted to summer foot-requirements.

If you have any tans left (as you probably have), try to move them now. Do not go about whispering softly to yourself the flattering unctious that, if they do not go this season they'll move off next spring and summer. Maybe they will—but the probability is they won't. Styles change, you know. Shoes have a way of accumulating shop-worn earmarks. Better sell 'em now. Sell them at the usual price if possible; if not, cut them. Cut them until they move. But before you begin to cut do some tall stunts by way of exploitation. There is more than one way, so it is averred, to choke a dog on butter; and, by analogy, there is more than one way to move commodities such as footgear. You can extol their merits in endless ways.

But the real test of your window trimming, your exploitation stunts and your salesmanship, is to move the goods which, just at this particular time, most of all need moving—namely, your summer shoes.

Cid McKay.

Where He Wore His Gold Crown.

The late Paul Laurence Dunbar, the negro poet, once addressed a Sunday school and toward the close of his remarks said:

"And, my little friends, if you do all these things, some day you will wear a gold crown. Yes, each of you, some day, will wear a gold crown."

A little chap on the front row, catching the poet's friendly eye, piped:

"My favver wears one now."

"No!" said the poet. "That can't be."

"Yes, he does; right on his toof," said the little chap.

You can not bribe happiness with fine clothes and fine furniture,

Advertising and the Unappreciative Retailer.

The difficulties surrounding the judicious distribution of advertising matter to the retailer are many.

The manufacturer goes to a great expense in preparing an attractive series of window cards, posters, price-tickets, window displays, electros, etc. Upon shipping to the retailer matter which costs from \$10 to \$15 to produce, it is more or less of a shock to have the package left with the transportation company, for a refusal to pay charges. In other words, the enterprising retailer balks at paying from 40 to 60 cents for \$15 worth of value. Many manufacturers refuse to ship advertising matter to retailers unless the transportation charges are guaranteed. They have learned to take this necessary precaution as a result of unpleasant experiences with shortsighted dealers.

Many dealers apparently take the position that they are doing the manufacturer of a trade-marked article a great favor when they purchase a small trial order and confidently expect a bountiful supply of expensive printed matter, costing as much or even more than the total amount of their order.

In many cases the manufacturer is to blame for the indifference of the dealer, as it frequently happens that the retailer is flooded with material which is neither justified by the size of his account nor the number of prospective customers in his territory.

It is hard to understand the mental attitude of the dealer who uses four-sheet posters, lithographed in five colors, for wrapping up packages of merchandise. Then, there is the case of the thrifty dealer who refuses to accept the package of electrotypes furnished without charge by the manufacturer, for newspaper and circular work, because the express company wishes to collect 15 cents!

It frequently happens that a national advertiser who has been requested to furnish samples of his product to be sold at church fairs, sample sales and other varieties of graft under the guise of sweet Charity, sends samples, supplied without cost, but does not prepay express charges. It is dollars to doughnuts that the donor will receive the bill from the recipient.

Another illustration of the intelligence displayed by the average retailer came to the notice of the writer recently, when he had occasion to arrange for the shipment of an expensive electrically-operated window display throughout the country. A series of one-half dozen electros was furnished so that the retailer might run an effective series of advertisements in his local newspaper, calling attention to the attractive display in his store window. In a great many cases, notwithstanding the warning circular sent with each display, the retailer considered it advisable to ship the electros loose in the specially constructed case furnished with the display. After traveling from 100 to 300 miles, to the next dealer on our waiting list, it was quite com-

mon to receive a report from the next consignee that the paper-mache figures had been badly damaged by the electros packed loose in the box.

This experience seems to indicate that the leader failed to appreciate the value of the display, both to him and the original purchaser, the manufacturer, and so long as it cost him nothing, what would it matter if the electros smashed the fragile figures? Had each dealer who used this display been compelled to purchase it, it goes without saying that it would have been handled with extreme care.

Every advertising man who has had anything to do with the distribution of printed matter knows that the retailer invariably orders more stuff than he can use to advantage. He ev-

idently orders on the theory that so long as his requisition will be cut down anyway, he might as well order plenty. Salesmen who call on the trade frequently report a large supply of various kinds of advertising matter on hand in the dealer's store, while at the same time a requisition for more is being filled at the point of distribution. We have frequent cases where indoor electric window signs have been furnished only to

The Best Work Shoes

Bear the MAYER Trade Mark

MICHIGAN SHOE COMPANY

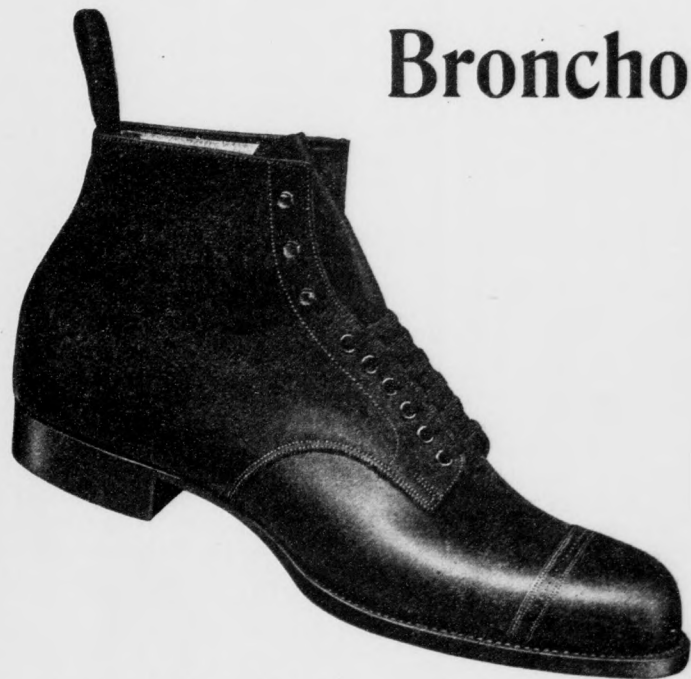
Wholesale

SHOES

AND RUBBERS

146-148 Jefferson Ave. DETROIT

Selling Agents BOSTON RUBBER SHOE CO.



Broncho

Not expensive, but good everyday shoes for men and boys made from light, durable kangaroo calf stock that is very tough. Also plain toe, lace and congress. You will find them the best medium priced shoes you ever bought

Rindge, Kalmbach, Logie & Co., Ltd.

GRAND RAPIDS, MICH.

have our own advertisement removed in favor of some other advertisement having a purely local interest. Query: Do all retailers have a conscience?

Almost all shoe salesmen are familiar with the retailer's favorite pastime of using an electro furnished by the manufacturer, to represent the product of another who is not so liberal with shoe illustrations.

These various illustrations showing a lack of appreciation on the dealer's part are a matter of common knowledge among salesmen. As it seems to be rather a hopeless proposition to try and awaken the conscience of the dealer struggling for a living, it becomes rather an interesting problem as to the best method to adopt to lessen this constantly-growing waste of expensive advertising matter. The writer has in preparation a plan whereby the worst of offenders along this line will receive an itemized statement showing what it would cost them to reproduce the material furnished without charge. There is a remote possibility that when they see the amount it would cost them if they were footing the bills, that they may be induced to use the matter in a legitimate and a judicious manner, and by so doing secure from it the greatest amount of benefit in putting their business on a profitable basis. C. L. Greene.

What You Can Do.

The most successful catalogue houses buy and sell for spot cash only.

They have no bad debts.

They have no excessive delivery charges.

They do not handle country produce.

They sell largely in quantities.

They waste no money on poor advertising or on fake advertising schemes.

They do not give trading stamps.

You of whom the opposite is true—how in the name of common sense can you expect to meet or beat catalogue house competition under such circumstances?

You can buy and sell for spot cash only and have no bad debts—if you will.

You can cut the cost of delivery and the handling of produce to a minimum—through co-operation with your brother merchants—if you will.

You can sell in quantities—a profitable thing to do—if you will.

You can stop wasting money on poor advertising and fake advertising—if you will.

You can cut out trading stamps and so-called trade-drawing schemes—if you will.

Rejected.

Howard—How did you make your wife stop buying your ties?

Coward—I told her I'd let her pick out my ties for me if she'd let me choose the style of hair dressing for her.

A Difference.

Tom—He's changed a great deal. They used to call him a wild youth.

Dick—And now they call him an old reprobate.

PAYING OFF THE INDIANS.

How the Government Disbursement Is Accomplished.

Written for the Tradesman.

The money being paid this summer to the Ottawa and Chippewa Indians of Michigan by Special Disbursing Agent Charles H. Dickson is in settlement of an old claim.

By a treaty made in 1835 the Indians of these tribes living in Michigan, located mainly in the northwestern part of the Lower Peninsula, gave up their lands to the Government. Some provision of the treaty was not carried out intact and a number of years ago some attorneys took up the matter and brought it before Congress.

After a time it was referred to the United States Court of Claims, which two or three years ago rendered a decision of \$131,000 in favor of the claimants. Recently Congress made appropriation of the funds necessary to discharge the obligation.

Nineteen thousand dollars, or about 15 per cent., was paid the lawyers. About \$6,000 was used for the expenses of making an enrollment of all Michigan Indians of these two tribes. This work, necessarily long and laborious, was done by Horace B. Durant. After making the roll he went over it carefully and made corrections. It was then approved by the authorities at Washington. It is on this roll, corrected and approved, that the disbursement is being made.

Besides the money for the claim there was a sum of something over \$9,000 that came into the Treasury from other sources, which the Comptroller decided should go to these Indians. So in all, after taking out the attorney fees and the enrollment expenses, something like \$115,000 is being paid them. The expenses of disbursement are not taken out of the fund, but are met from other sources.

There are on the roll 5,642 Ottawas and Chippewas living in Michigan. There are about 250 more who are natives of this State who are now scattered all over the country from Maine to California; 202 of the 5,642 are children born after a certain date in 1908, so that they range over 2 but under 3 years of age. These come in for \$1.74 each. Children of 3 years or over receive the same pay as adults, a little over \$21 apiece. Dividing the amount of money by the number of Indians would give a fraction of a cent over \$21.16 to each one. As the Department wanted to clean up the entire fund and have nothing left over, the names on the roll were divided into three classes, so that some get \$21.16, others \$21.17 and others \$21.18.

The disbursing agent, Chas. H. Dickson, who has been connected with Indian affairs for twenty-five years, is a Supervisor of Indian schools, and in this educational work has been sent all over the United States. He is an earnest, kindly man, as well as an able educator, and an enthusiastic believer in the possibilities of the Indian character. He considers that the value of education for the Indian has been fully demonstrated. It takes time and sweeping changes

can not be brought about all at once. Mr. Dickson's work now is mainly confined to the Third District, embracing the three States of South Dakota, Iowa and Nebraska. His headquarters are at Flandreau, South Dakota, where there is a large Indian school. This summer he has been temporarily assigned to disbursing this money to the Michigan Indians. He has already been to Hart, Scottville, Fountain, Walkerville, Traverse City and Petoskey. He will go from there to Northport.

Before going to a town designated by the Department as a disbursing point he writes or telephones ahead to some leading Indian living in the vicinity, stating as nearly as possible the day on which he will come. By some process that surpasses in swiftness all paleface telegraphy the word is passed around among the red people and they all start for the town at once, sometimes arriving considerably in advance of the agent. During his stay in a place they may be seen clustered like flies about the doorway of the building in which he with his force of three clerks and one interpreter have their office, waiting for a chance to go in and secure the eagerly coveted check.

The agent pays in checks on the Assistant United States Treasurer at Chicago. These are always cashed locally at par.

The process of paying off is necessarily slow. Each Indian must be identified, proved up, as it were, and in some cases it requires an hour or more to do this for an individual.

Family records are not accurately kept by the aborigines, nor are baptismal names steadfastly adhered to. An Indian may grow up as Peter Blackbird. He shifts his residence and is called John Robinson. Other changes may follow. Sometimes it has been found that one Indian has had in his lifetime six or seven of these different aliases. To get such a one fixed up with his name on his check tallying with his name on the roll requires much time and patience.

Eight or nine cases of double enrollment have been discovered, the same person being down on the roll twice under different names. These are paid only once.

A study of the names is interesting. One finds many French names, as Belongea, Lavake, Laduke and Lablanc. The same person may have an Indian name as well as one or more English names. E-taw-naw-caw-me-go is called just Paul Williams for short, while O-tish-quay-ke-zhick is also known simply as Mary Johnson. Uncle Sam is very strict as to orthography, and even if a name has half a dozen syllables, every naw or caw or say or zhick or quom must be spelled correctly. Some names on the roll contain as high as thirty letters.

Some Indians down on this roll as Ottawas or Chippewas have already drawn money as Pottawattamies. Confusion may easily occur as regards the children, where the father belongs to one tribe and the mother to another. In two cases, with commendable honesty, Indians refus-



Elk Outing Shoes

This popular hot weather shoe will be worn right along until snow flies. Keep your stock well sized up.

We have the following numbers that we can ship the day your order is received:

473—Men's Black Elk, bellows tongue, 2 chrome soles	\$1.85
477—Men's Black Elk, 2 chrome soles	1.80
414—Men's Black Elk, chrome soles	1.50
416—Men's Black Elk, chrome soles	1.50
6542—Boys' Black Elk, 2 chrome soles	1.55
6442—Youth's Black Elk, 2 chrome soles	1.35
6598—Boys' Black Elk, chrome soles	1.75
6498—Youth's Black Elk, chrome soles	1.50

Hirth-Krause Company
Tanners and Shoe Manufacturers
Grand Rapids, Mich.

ed to take a check because they had already been paid off as Pottawattamies.

It will readily be seen that since the Indians, crazy for their pay, all flock in to the disbursing point as soon as they get the word, many must wait several days before the agent can attend to them. The greater part of the dusky throng have not a cent of money when they come and hotels and boarding houses are not eager to take them in anyway, so some have been compelled to sleep on the ground without shelter for a night or two. Undeniably the waiting has been a hardship, particularly to the mothers and young children, and to such as own farms and leave live stock at home.

The matter has come in for some sharp criticism, probably not all of it just and reasonable, since it would be impossible to devise any practical plan for paying these people their money that would not involve delay for some of them. It is unfortunate that the Department did not designate at least twice as many places for disbursing points. This would have shortened the distance that many have to go, and as the number coming to each place would have been smaller no one would have been obliged to wait long.

To Traverse City a large number of Indians came, not only from the immediate surrounding country but from Sutton's Bay, Honor, Omena and even from Beaver Island and Sugar Island; so here the waiting was especially long, expensive and wearisome to the Indians.

The Indians about Mt. Pleasant have sent a request to the Department that the Disbursing Agent be sent there, instead of their having to go to Scottville, which would involve an expense of \$6 or \$7 or even more apiece. For over a hundred Indians to go to Scottville the cost, besides loss of time, would be \$700 to \$1,000, an amount which they can ill afford to spend. It is to be hoped this request will be granted.

To those who are sick or very aged, or for other reason unable to go to a disbursing point, the agent sends their checks by reliable Indians living near them. This is not always clearly understood, and in one instance an old woman just about to die was brought to receive her check. Some that are over 90 come to get their pay. The oldest Indian on the roll is Mary Carow, of Cheboygan county, 111 years, and this remarkable age is well substantiated by those who know her.

When an enrolled Indian has died his check is paid to husband, wife, parent or other near heir, in case it is obvious that this is what ought to be done. When three or four claim it then it is not paid.

What does Poor Lo do with his money? That depends. A brave may buy himself a new suit of clothes, while a squaw may delight her heart with a stunning millinery creation or a bright silk waist. Some give evidence of thrift and prudence and make sensible purchases and may even carry home some cold hard cash. Others, alas! take to firewater

and do not leave the town where they get their pay until the last cent of this money received for the lands of their fathers is squandered.

As to tribe, an Ottawa never claims to be a Chippewa, although a Chippewa may be glad to pass as an Ottawa, since the Ottawas are, generally speaking, the more intelligent and progressive.

A large proportion of the Indians show unmistakable admixture of white blood—in a few the Caucasian so predominates that the Indian is scarcely noticeable.

Most of them dress like white people and very many of the younger ones speak English fluently. With the taking on of white ways some of the old characteristics are dropped. For instance, the very straight, stiff figure and erect carriage that marked the old-time Indian is rarely seen in the younger generation.

At one of the disbursing points a post card gallery soon became very popular with these people. They are admirable subjects for photographs, being able to stand absolutely motionless. Their favorite pose was to be seated two at a time in a balloon "scenery," and many carried off their likenesses taken as if sailing heavenward. One young man, unusually bright and intelligent, was gaily holding in his hand the two new crisp \$10 bills he had just received from the cashing of his Government check. Touches of feminine coquetry were not lacking. One fine looking young squaw, evidently part French, requested of the photographer, "Please finish 'em light." Quillo.

When George H. Seymour Was a Boy.

Written for the Tradesman.

George H. Seymour, when 12 years old, served the State of Michigan as a messenger to Lieutenant Governor Dwight May and clerk of the Senate during the session of the Legislature in 1867. His father, Henry Seymour, who represented Kent county in the Senate, had previously served a term in the House. The Senate was composed of able men, three of whom—Cyrus G. Luce, Charles M. Crosswell and David H. Jerome, were later elected to the office of Governor. The session continued but one hundred days. The members, as a rule, remained in Lansing until the work of the Legislature was completed. Senator Seymour spent but one day in Grand Rapids during the session. Mr. Seymour memorized the roll call and is probably the only man living who can repeat it from memory.

Among other acts passed by the Legislature was one providing for the holding of a constitutional convention, which was elected and convened later in the year. Mr. Seymour served as a messenger on the floor of that body. The game of croquet had just been introduced and the messenger boys commenced playing it on the green adjoining the old capital building, in which the convention met. A petty State official, who had cut the grass and sold it from year to year for his private benefit, objected to the use of the grounds by the boys, when the con-

vention passed a resolution, under the operation of which the boys were allowed to play the game undisturbed. The members finally took an interest in croquet and it was not an uncommon sight to find them at play in the early hours of the morning or with lanterns in the twilight. Private bats and balls were carried into the capital and locked up in their desks by the members after play. Croquet outfits cost from \$12 to 15 per set in those days and Mr. Seymour says there must have been one hundred

mallets and balls in use before the convention adjourned.

Arthur S. White.

Economy.

Maude—I hear that Charlie deliberately picked a quarrel with his fiancée.

Claude—Yes, he said he simply had to. Wanted to stop buying flowers for a while so he could pay his tailor.

If it seems as though heaven might be a dull place, remember they have an inside view of all our antics.

Bigger and Better Profits

DON'T take our word for it; sit down and figure it out.

Using the slang expression

It's Easy Money

when you save it on the buying end. You won't be convinced until you handle our Baking Powder under

Your Private Brand

An investigation is all that it will require. Return today the coupon at the bottom of this advertisement.



Wabash Baking Powder Co.
Wabash, Indiana

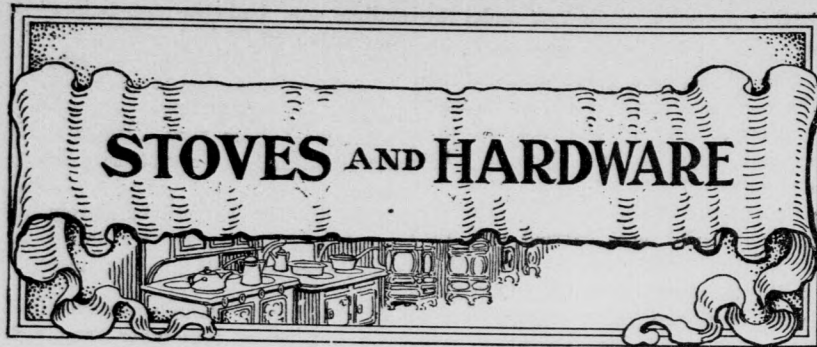
Gentlemen:

I want to investigate your plan if it will positively increase my baking powder profits and bring more customers into my store. Show me how I may give your plan a trial without any obligation on my part if I am not satisfied.

Name _____

Address _____

State _____



BIGGER AND BROADER.

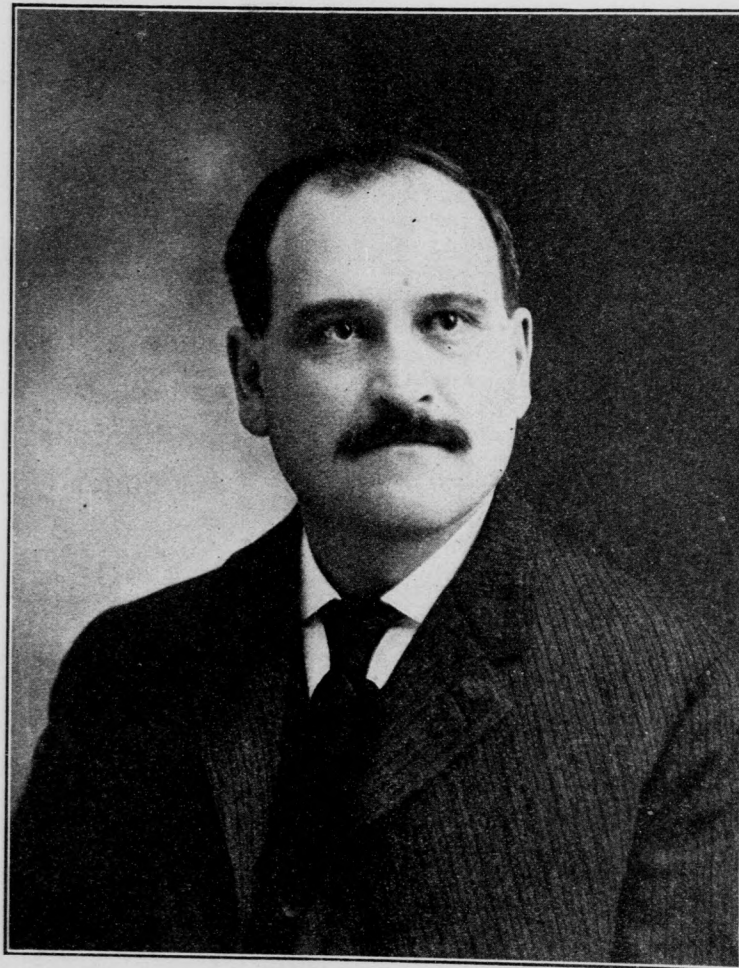
Gradual Growth of Michigan Retail Hardware Association.*

In presenting for your consideration my annual address as President of this Association I desire to say that the year just passed has been an uneventful one in the fact that nothing has occurred to disturb the peace and harmony which has always prevailed in our State Association. It is, indeed, a pleasure to work with the efficient officers and members of our Executive Committee; in fact, the members of this Association are always ready and willing to discharge any duty intrusted to their care.

The meeting at Saginaw a year ago was one of the best ever held and clearly demonstrated the wisdom of taking up the exhibit feature as one of the essentials to success in our annual conventions. The magnificent displays of the exhibitors here is evidence of the fact that hardware exhibits have come to stay and are and will continue to be an education to us all, and we, in turn, should show our appreciation of the time and money spent by loyal manufacturers and jobbers in arranging these exhibits. I would suggest that you arrange to spend as much time as possible in looking them over and purchase such goods as you may be able to use as an evidence of your appreciation of their efforts. Association effort has done much to improve the conditions that obtained prior to the formation of our organization and I firmly believe the future has still more in store for us. It is not necessary for me to speak of the advantages offered by this Association to those who are members of it, but I wish to say a few words to any who may be present who are not yet enrolled as members. There was a time in the past when individual effort was a power to be reckoned with, but this is an age of combinations. We have great organizations of capital and labor whose object is to accomplish by united effort or co-operation things which would be impossible to an individual. The only way we can successfully combat some of the evils which have arisen in the business world is by the hearty co-operation of the members of our Association. This Association was not formed to invite conflict, but in order to be in a position to protect our rights should they ever be unjustly assailed. Membership in the Michigan Retail Hardware Association will bring you in touch with the progressive hard-

ware merchants from all parts of our State, and in this way you can acquire much that will be of benefit to you in future years.

We are not here to discuss matters that relate solely to the profits which accrue from our business, but to



Charles A. Ireland

bring out and develop the better and broader side of our natures in making better citizens of us. Your attendance at the sessions of our conventions will tend to give you a broader view of business life and cause you to find out how much better your competitors have grown to be, which in reality is an awakening in you of a respect for the rights of others. Michigan was one of the pioneers in the Association movement and the benefits we are enjoying to-day are the result of the first meeting held in this city some sixteen years ago by the charter members of this Association, through whose efforts this organization was formed. At our convention last year our Secretary's report showed 709 active members; to-day we have upwards of 770 active members. While we had hoped to reach the 800 mark, still we find cause to rejoice in what

has been accomplished. Let us all go home from this convention resolved to boost a little harder than ever before for more members.

I am firmly convinced that local associations in cities large enough to warrant the attempt are a good thing for the State Association.

It was my privilege to attend the annual banquet of the Grand Rapids Hardware Association last winter and I assure you it was a most pleasant and profitable meeting and I wish to congratulate that Association on its splendid organization. During the past year the advocates of a parcels post have been active in presenting their claims for the passage of some sort of a parcels post measure. My observation leads me to believe that, unless the people who are back of

The subject of mutual or co-operative insurance is one that should and does interest all hardware men. I believe it to be the duty of all of our members to carry at least a reasonable amount of mutual insurance. To my mind it is one of the things that will eventually hold our State associations together. Personally I am saving \$100 each year on my insurance and consider it better insurance as well.

Our National convention was a most interesting meeting, but I will not touch upon that, as the report of that convention has been assigned to more able hands.

The mail order question will remain a vital one so long as it stands as a menace to the prosperity of the country towns. However, the activity of our members in making a fight against the inroad of this kind of competition has done much to check it.

In conclusion I desire to say that I have great faith in the future of this Association. It has the kind of timber within its membership that makes for success. Its possibilities for the future are limited only by the measure of our enthusiasm and energy. Therefore let us strive to make our Association the strongest and best of them all. Ever mindful of the duties and obligations of a higher and better citizenship which have come to us as a result of our connection with Association work, let us strive to enter into and become an integral part of all that is best in our home cities.

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. Adzlt, Manager

Grand Rapids, Mich.

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



DON'T FAIL
To send for catalog showing our line of

**PEANUT ROASTERS,
CORN POPPERS, &c.**

LIBERAL TERMS.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.

**Columbia Batteries, Spark Plugs
Gas Engine Accessories and
Electrical Toys**

C. J. LITSCHER ELECTRIC CO.
Grand Rapids, Mich.

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.

*Annual address of President Charles A. Ireland delivered at annual convention Michigan Retail Hardware Association at Detroit, Aug. 10, 1910.

GRADUAL GROWTH.

The Gain in Influence and Numerical Strength.*

This is the eighth time that I have been called upon to present an annual report as Secretary of this Association, and at no time can I remember when the outlook has been more encouraging than it is at the present time. One can not fail to be impressed by the growth of the organization, numerically, and in the matter of accomplishments. One thing which stands out prominently is the sincerity of the members in their desire to co-operate in any movement inaugurated by the Association for the welfare of the hardware trade of this State.

The time has gone by when it was necessary to employ unlimited arguments in order to convince a dealer that it was to his interest to become a member, for the Association has been placed upon such a strong foundation and has such an enviable record to look back upon that there are few, if any, connected with the hardware business in any capacity but realize that a membership is worth many times the cost of the annual dues.

In the first place I want to express my appreciation to the members for the co-operation which they have extended to the officers, particularly during the past year. It has been necessary, in carrying on the work to appeal several times to the members, especially in connection with our campaign against the parcels post law, and it would probably surprise you to see the volume of correspondence which has come to the Secretary's office in reply. Our success in defeating this legislation up to the present time has not been a result of resolutions that we have adopted at our conventions, but may be directly attributed to the intelligent co-operation of the individual members in making personal appeals to their representatives and presenting logical arguments in opposition to this law.

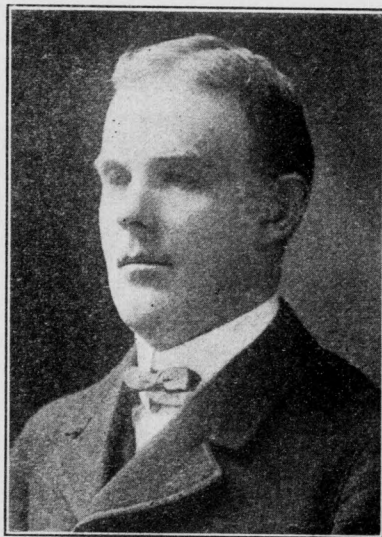
In this connection it is well for us to consider the present situation as regards parcels post and to give some thought to our plans for continuing to protest against the passage by Congress of any legislation on this subject. There have been forwarded to the Secretary numerous replies received by our members from their congressmen and senators and in a large majority of cases we find that there is a tendency on the part of our representatives to favor some modified form of parcels post, frequent favorable mention being made in this connection to the rural parcels post idea, on the grounds that it would be a benefit to the retail hardware dealer.

We are all of us too familiar with this subject to require a repetition here of the strong arguments which can be submitted against this measure, but we must give serious thought to the matter of getting in touch with our representatives between now and the time when Congress meets again

and argue this matter out from our standpoint. The candidates should be given to realize just where the retail merchants stand on this question and any who show a tendency to lean towards the parcels post in any form should be shown that they are mistaken in believing that there is any demand for this legislation or that it would confer any permanent benefits upon the residents of the smaller towns and cities.

The success of this campaign of education rests with each of us. Let us take an active part in the political affairs of our communities, to the extent of assisting to elect men to office who have expressed their attitude on the measures in which we are interested and also in keeping posted at all times upon their actions while in Washington.

There is one subject in which I believe we are all interested and that should have some consideration by



Arthur J. Scott

the Resolution Committee on behalf of this convention, and that is the exorbitant rates charged by the express companies. Considerable publicity has been given to this subject by the leading magazines, newspapers and special commissions appointed for that purpose, and it is generally admitted that, taking into consideration the capital invested, the express rates at the present time are out of all proportion to the service rendered. If the Inter-state Commerce Commission has not at present the authority to regulate these rates, I believe that we should take steps to see that they are given such authority. The hardware dealers are paying into the express companies thousands of dollars each year and a reduction in the schedule of rates would result in saving us an immense amount of money annually.

It occurs to me that the time is now ripe for this association to extend its field of usefulness to the extent of helping its members in extending credit. While some few are operating on a strictly cash basis, it is safe to say that the majority sell on credit and, while the matter of terms may be one for individual or local action, I think it would be a good plan to discuss at these meetings ways and means to curtail the long terms of credit which are granted by many

dealers, particularly in the farming communities.

The Association now has representatives in practically every section of the State, and if any member of the Association desires information on the credit standing of any new customer who has just removed from some other section of the State I believe that it should be the duty of the Secretary to secure such information from the merchants in the town in which the customer was formerly located.

I have in mind an instance that was brought to my attention by a member of this Association who was asked to extend credit to a new resident who was generally considered to be worth upwards of one hundred thousand dollars. In spite of the fact that the retailers in other lines made every effort to cater to the trade of this new customer, this member to whom I refer wrote to the hardware dealer located in the city where the customer formerly resided and learned some facts which prompted him to sell the

WALTER SHANKLAND & CO.

85 CAMPAU ST., GRAND RAPIDS, MICH.

Mich. State Sales Agents for

The American Gas Mach. Co.

Albert Lea, Minn.

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.

Grand Rapids, Mich.

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 Horse Shoes, Juniata Toe Calks, Standard Toe Calks, Russell, Secure & Capewell 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.

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

*Annual report of Secretary Arthur J. Scott at annual convention Michigan Retail Hardware Association at Detroit, Aug. 10, 1910.

latter only upon a cash basis. Within a year this individual made a failure of the hotel business in which he was engaged and about the only retailer who did not lose heavily was the hardware man who had had the foresight to communicate with his fellow member.

Merchants will not always give out to strangers a record of their dealings with their customers, but through the medium of the office of the Secretary of this Association I am sure that information of this kind can readily be gathered and I hope that the members will avail themselves of this opportunity when the occasion presents itself.

A year ago at the suggestion of Marshall H. Mackey, of South Haven, an advertising contest was inaugurated and the results will be made known in a report from the advertising judges at this convention. Whether the idea did not appeal to the members as strongly as we anticipated or whether the Secretary failed to place the matter intelligently before the members, the fact remains that the percentage of members who sent in their advertisements to be entered in the contest was very limited and, while the prizes were not any great inducement, it seems as though the educational value of this contest would prompt the most of us who spend money each year in newspaper advertising to submit the result of our efforts along this line, giving others the benefit of our ideas and profit by receiving theirs.

In this way we could help to make the organization more valuable and that is just what we are striving in every way to accomplish. I don't believe that the Association would be justified in continuing to conduct these contests unless at this convention we receive some expressions and assurances from the members, showing that we may expect a larger number to participate in the future.

I believe that a large percentage of our members are now carrying insurance with some of the hardware mutual companies, but for the benefit of those who have as yet failed to participate in the saving which can be secured in this way it seems opportune to state that the policy holders in several of the companies are now carrying their insurance at one-half of what it would cost with the old line companies and, even upon this basis, the hardware mutuals are building up big reserve funds sufficient to meet almost any emergency.

I believe that the last statement of one of the best-known hardware mutual companies shows that its losses for the period covered in the report amounted to only 20 per cent. of the premiums received, while the expenses were less than 10 per cent. We do not want to get members into this Association merely in order that they may participate in the benefits of this saving, but we appreciate the fact that it is an advantage to be able to show prospective members that, in addition to many general benefits which accrue to them as a result of the work of the organization, they can also each year save several times

the amount of their dues in actual dollars and cents.

We have with us W. P. Lewis, of Huntingdon, Pa., who is to speak on the subject of Mutual Insurance, and he will, undoubtedly, explain to you, more thoroughly than I could expect to do, the details of this very important outgrowth of the hardware association movement.

I would like to refer in this report to the National Association and what it means to us as individuals and as members of the State Association. We are honored, however, by having with us Sharon E. Jones, First Vice-President of the National Association, and as O. H. Gale will favor you with a report of the recent Denver convention, I am sure we will listen to a very comprehensive expression of the progress made by the National, so that more extended reference to the same can be well dispensed with in this report.

Very few complaints have been filed with the Secretary since the time of the last convention, and in most cases these have been adjusted satisfactorily. Inasmuch as our Association does not depend upon coercion in matters of this kind, but when a member has a real grievance appeals to the party against whom the complaint was filed and seeks an amicable adjudgment, I feel that we have secured very satisfactory results. It becomes more and more apparent each year that the retail merchant realizes the necessity for patronizing his friends in the wholesale and manufacturing business, and the latter apparently appreciate this fact, for, with very few exceptions, the utmost consideration is given to complaints and the assurance is nearly always forthcoming that the offense will not be repeated.

The most of the complaints this year have been against manufacturers or jobbers for selling goods to farmers or individuals in competition with the regular hardware dealers handling these lines. Frequently the explanation offered by the concern about whom the complaint is made is to the effect that a new traveling man, unfamiliar with the territory, secured the order which caused the trouble and the shipment was allowed to slip through without the fact being noticed that the party to whom it was sent was not engaged in the hardware line.

We all realize that mistakes are liable to occur and, inasmuch as it is desirable for the retailers to work hand in hand with the jobbers and manufacturers, it seems advisable in most cases to accept an explanation of this kind, except in cases where a similar offense is frequently repeated. When you find a jobber or manufacturer who is guilty of a practice which you think is breaking faith with the legitimate retailer, it is your duty not only to yourself but to the other members of the Association to report the facts to the Secretary, and while we do not like to hear of grievances, it is essential that we are notified of those which actually do exist.

Upon this occasion I have been ad-

vised that we will have with us a number of representatives from other state associations and I hope that all of these gentlemen will derive some good from our meetings and, incidentally, that we will get the benefit of their experience in organization work in their respective communities.

I feel that it is an excellent plan for the different state associations to send delegates back and forth to the different conventions and I believe that only by adopting this plan can we bring our own Association up to the highest point of effectiveness. If they have worked out some plans in Ohio, Indiana or some other state that have had good results and benefited the hardware dealers in those states, we want to know about it and at the same time we are delighted to feel that they think they have something to learn by coming to meet with us. I hope that we may have some expressions in regard to how the members feel about sending rep-

resentatives from Michigan to those other state conventions.

The Association two years ago undertook the preparation of a list of all the hardware dealers in the State and from the number of requests which we have received for copies of this list I believe that the time devoted to this work is well employed. The members have co-operated with the Secretary by promptly returning to him lists sent them for correction, but I feel that we should go still farther and that the members should, from time to time, report to the Secretary any changes in business which are brought to their attention, so that our list may be kept up to date at all times. In the past we have asked for this information only once a year, but it will facilitate matters if members will write to the Secretary frequently on this subject.

Last year the Secretary's report showed 709 active members and the hope was expressed that we could increase this to 800 by the time of this convention. While we have not quite

New Invention Just Out

Something to Make Every Pound of Your Waste Paper Bring You Good Dollars

The Handy Press

For baling all kinds of waste

Waste Paper
Hides and Leather
Rags, Rubber
Metals



Increases the profit of the merchant from the day it is introduced. Price, \$40 f. o. b. Grand Rapids. Send for illustrated catalogue.

Handy Press Co.

251-263 So. Ionia St.

Grand Rapids, Mich.

The Percheron Collar

EVER buy a pair of shoes and have them pinch your feet like fury—raise blisters and all that sort of misery? How long do you wear such shoes?

Can't you imagine then how a horse must feel when he wears a collar that pinches his neck much in the same way the shoe pinches your foot? You can't blame him for shirking or balking sometimes when he puts his shoulder to the load.

Our "PERCHERON" Collar was constructed so as to get the greatest amount of horse power from any horse, and at the same time make it comfortable for him to work.

We made a careful study of the shoulder of the horse, and built this collar to fit the shoulder—every outline of the collar bone is found in the "PERCHERON" Collar. The result is—elimination of sore shoulders—more horse power—comfort for the horse—reduction of feed and less care.

Don't you believe the farmers in your vicinity will appreciate such a collar?

Ask us TODAY for Circular No. 62 describing this Collar, and we'll send you a pair of Beautiful Bridle Rosettes free of all charge.

BROWN & SEHLER CO.

:: Grand Rapids, Michigan

reached the 800 mark, we have made a very creditable gain, as shown in the following recapitulation. Since the last convention forty-eight of our old members have been reported as having gone out of business and twenty-six have resigned or been dropped for non-payment of dues, leaving 635 of our old members still on the list. During the year we have taken in 138 new members, making a total present membership of 773, which is a net gain of sixty-four members.

The traveling men have helped loyally in making the above gain possible and at this convention R. O. Mimmack and F. E. Woolley will be awarded first and second prize respectively in the contest between our associate members to see who could bring in the largest number of members. In addition to the results shown by Mr. Mimmack and Mr. Woolley, the following associate members each secured one or more new members: J. H. Robinson, John A. Raymond, A. C. Guilloz, Geo. H. O'Rourke, R. C. Wessels, W. S. Beebe, J. A. Bracht and W. A. Kendall.

Forty-nine of our new members were taken in at the last convention, F. W. Davis, solicitor for the Association, secured an equal number, twenty were received by mail and one each were secured through the efforts of the following active members of the Association: Charles A. Ireland, Julius Campbell, Porter A. Wright and O. H. Gale.

I might mention that if there had been a prize offered for the member bringing in the largest number of associate membership applications, Porter A. Wright, of Holly, would have outdistanced all competitors. He secured twenty of these applications during the year.

In view of the above showing I feel confident that before this convention is over our membership will have jumped beyond the 800 mark and, to use a forcible expression, you will agree with me that "that is going some."

Last year, when we decided to conduct exhibits in connection with the convention, this feature was an experiment, but the results were so satisfactory to the firms represented, as well as to the Associations, that it was decided to repeat the exhibits at our present convention. There is, possibly, some division of opinion in regard to the ultimate benefits of this plan, but, from my observation, the majority feel that the opportunity thereby presented for manufacturers and jobbers to display their goods collectively before the several retailers who attend these conventions is an exceedingly profitable investment, while, on the other hand, the merchant secures information of an extremely educational nature and gathers impressions relative to goods and methods which he could, perhaps, secure in no other way.

We have been fortunate again this year in having another live active committee in charge of the exhibits, and probably none of you can appreciate the amount of detail work which has been necessary in this connection. Mr. Darling and Mr. Lemke, with the co-operation of Messrs.

Tyre, Mason and Louys, have exercised excellent judgment in their decisions and are entitled to the hearty thanks of this Association for their self sacrificing efforts in our behalf.

President Ireland has given most liberally of his time to the work and no matters pertaining to his own business have been too important to interfere with his being present and participating in conferences and committee meetings connected with the duties of his office. When the National Association at its recent convention in Denver elected Mr. Ireland as a member of its Executive Committee they secured a man who reflects great credit upon this Association.

To all of the other officers of the Association the Secretary has been deeply indebted for their assistance, counsel and advice, and whatever success has resulted from the efforts of the Association must be, in large measure, credited to the good judgment of these gentlemen whom you elected to office. I want to express to them publicly at this time my keen appreciation of the courtesies shown to me during the past year, and in closing desire to thank you one and all for the way in which you have backed up your officers and have given us to understand that you have confidence that the work was being carried on in a way of which you approve.

Annual Outing of Vicksburg Business Men.

Vicksburg, Aug. 5—The Vicksburg Business Men's Association nailed the "lid" on the town Thursday, as the postoffice and "thirst parlors" were the only places open, and all went to Indian Lake, where the day was observed in an old fashioned basket picnic, sports and a day of recreation.

In the forenoon the principal feature was a ball game between the East and West Side business men, in which the latter were turned victors by a score of 9 to 2. The afternoon was given over to various sports and another ball game between the Brady State Roaders and Mint Stars resulted in a victory for the former, score 1 to 0.

The Grand Trunk carried about 400 during the day. The Scotts business men closed their places during the afternoon and joined with this place in celebrating the day, so counting those who came by their own conveyance and by auto would swell the attendance for the annual picnic to over 2,000 people.

He Thought She Ought To Know It.

"No, I haven't anything for you today. You are the man I gave some pie to a fortnight ago?"

"Yes, lidy, thank you; I come back because I thought p'r'aps you'd like to know I'm able to get about again."

No Temptation.

Mrs. Henpeck (with newspaper)—It says here that buttermilk will extend one's life to over a hundred.

Henpeck (wearily)—If I was a bachelor I'd take to drinking it.

Many a saint would stoop in service but for fear of losing his tin halo.

Graduated From Barber To Physician.

Written for the Tradesman.

Thirty years ago an ill-fed, thinly-clad, quiet Frenchman occupied a dark little room in the Arcade, where he shaved the chins and sheared the locks of callers. When not so engaged his mind was fully occupied with a number of volumes, which were changed from time to time. A wife and several small children assisted him in disposing of most of his small earnings, but the thrifty little wife secreted a dollar now and then for a purpose known only to herself. Morin had a good friend in the late Dr. De Forest Hunt, and the books he studied so earnestly were borrowed from the Doctor's library. The Doctor, who had been graduated from two schools of medicine, tutored the Frenchman, teaching him among other things that when he had mastered the mysteries of a limb on one side of a body it would not be necessary to make a study of the limb on the other side, as their construction was the same. At last the day arrived when the Doctor announced that his pupil should go to a medical college, and the question of finances clouded his mind. It was then that the thrift of the good little wife was revealed. From a hidden receptacle she brought forth the dollars she had saved, and the barber shop was closed. The student soon departed for a school of medicine and the brave little wife undertook to provide a support for herself and children. She had been an indus-

trious little wife and could apply her willing hands to many kinds of employment. The student returned to Grand Rapids at the close of his school year, bringing a fine record of his work and again took up the razor and shears for the vacation season. The years passed on and in due time Dr. Morin returned to Grand Rapids with the hard earned and highly prized diploma. Seeking his friend, the Doctor, and receiving the latter's congratulations, the question of opening an office naturally came up for consideration. The old doctor advised the new doctor not to remain in Grand Rapids, where he would be considered mainly as a barber, but to move to a larger city, where a considerable colony of his own nationality might be located. Dr. Morin moved to Chicago, where he soon established a practice and is now one of the most prominent of his profession in that city. The little French wife lives in a mansion, surrounded with all that makes life worth living and when she calls for her big six seated auto, Francois, the chauffeur, is usually instructed to call at the Doctor's offices that he may join her in a ride over the boulevards.

Arthur S. White.

Will She?

Mrs. Jawback—The doctor says I must sleep with my mouth shut. How can I get into the habit?

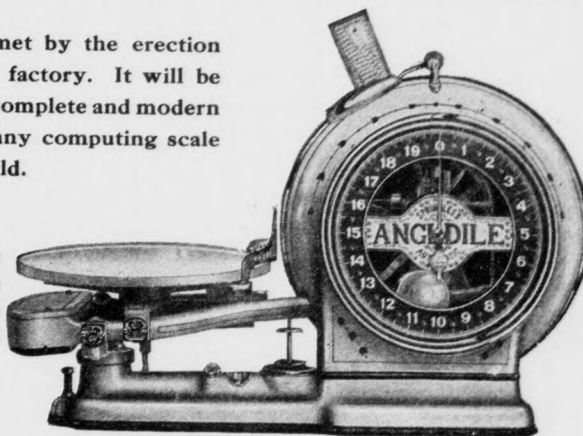
Mr. Jawback—Try practicing it when you are awake.

Love may seem to serve blindly, but the service illumines the world.

The Rapidly Growing Demand For THE ANGLDILE

Is being met by the erection of a new factory. It will be the most complete and modern home of any computing scale in the world.

Cut shows the customer's dial



This demand has been based upon these three great exclusive Angldile features:

1. It Shows a Plain Figure for Every Penny's Value.
2. It's Customer's Dial is the Largest on Any Counter Scale.
3. The Merchant's Dial Stands at the Natural Angle for Easy Reading.

If you don't know the Angldile, get posted at once
Full literature and booklet free. Write today.

Angldile Computing Scale Co.

111 Franklin St.

Elkhart, Ind.



First Principles in Selling.

The basis of a salesman's work is entire, absolute honesty—honesty in the highest sense, which means fair dealing and truthful representation of the goods he sells.

There are some men who would not steal money and are therefore convinced of their own honesty. They overlook the fact that a false statement about their goods, or an underhanded trick in securing an order, or an evasive report to their manager is essentially as dishonest as theft. Nothing strengthens a salesman's position with his firm so much as absolute, unquestionable reliability; and nothing extends a firm's prestige so much as the winning and holding the unshakable confidence of its patrons by the truthfulness of its representations.

Our principal requirement in a salesman, therefore, is that he shall be honest in all things.

One of our first commandments to our selling force is to look out for the matter of keeping in health. The man who while working to the utmost of his capacity can avoid the friction that causes fatigue and leads to nervous break down; who has sense enough to keep body and mind in good working order, may be expected to meet any demands upon him with a high degree of capability. If a man wastes his health and strength the chances are that he will be equally prodigal with money and equally careless in regard to the opportunities for good business that are open to him.

Confidence in his firm, in his goods and in himself are the third requisite of the salesman. How can a man put his heart into working for a firm if he does not believe in its integrity? How can he convince other men of the merits of a line if he is not convinced of those merits himself? And how can he expect to do anything if he has not faith in his ability to do it?

All men should be ambitious, whether they are salesmen or engaged in other pursuits. Without ambition a man is like a watch without a main spring. His work will lack vitality—there will be no incentive for making to-morrow's work better than to-day's, next month's better than this month's and nothing to develop the salesman's resourcefulness.

Only gentlemen can represent us as salesmen—a man of good presence, agreeable manners and ability to make a favorable impression on the fastidious people he approaches. It does not make any difference what line a man represents, this matter of deportment is extremely important.

The man who sells a prosaic, commonplace line, needs, as much as he who seeks to interest customers with luxuries, to be able to inspire that degree of confidence which only a gentleman can.

A salesman should love work for work's sake. He should have so keen an interest in his line, and in his customers that the element of drudgery shall be entirely removed from his occupation. There are men so constituted that they really enjoy any work which engages their best efforts, whether or not they are getting so much money out of it as they hoped to do. We prefer to recruit our salesmen from the class that likes work—not only with a view to the advantage this is to the firm, but in consideration of the health and well being of the salesman as well.

George J. Fleiner.

One Secret of Successful Sales Management.

When the commander-in-chief of the army faces war the first thing he does is to marshal his forces and get them to drilling for battle. He realizes that discipline and drill will make his men valiant fighters. He feels that the brunt of the battle is on his shoulders. He knows he has splendid material in his raw recruits, but he must develop it and train these untrained so they will march to battle steady-armed, steel-eyed and sure of success. They are willing to do the work of routing the enemy and saving the cause, but his must be the brain to devise the means, his the genius to lead them to victory.

So it is with the salesmanager. Upon him devolves the duty of marshaling the sales force and training the raw recruit. Good generalship, strategy, a tactical knowledge of men and means, is as necessary to the salesmanager as to the commander in the field.

When Oyama undertook to drive the Russians from Liaoyang he did just what every salesmanager must do. He weighed well the strength of the enemy's position and he assured himself of the unanimous, intelligent devotion of his soldiers in hurling themselves against it.

You must know the strength of the opposition and the arguments by which prospects will seek to defer buying and the reason if they favor a competitor's goods. Getting business is a pitched battle against all sorts of untoward conditions. Your strength is in your men.

A sales force can be trained only by the interchanging of ideas and association. That is why the systematic schooling of salesmen and a

specific literature devoted to their development are getting great results nowadays.

The successful salesmanager must understand his men. He should be able to balance strength and weakness in each case. If he is only a censor, not a helper, he performs less than half his duties.

Soldiers who have faith in their commander will follow him anywhere. The Japanese fought like demons because they felt the justice of their cause and were filled with confidence in their chiefs.

Demonstrate to your men in the field that you can help them by practical suggestions and plans. They have not much time for theories. If a man is frequently confronted in his territory by an objection that downs him time after time, that salesman is up against a genuine hardship and needs your advice and counsel. He wants some good argument to meet these fellows with. You should be able to furnish it. Dictate him a letter and suggest what he should say when a prospect meets him with that objection.

When the salesman gets such a letter it will occur to him that the salesmanager knows his business and is solidly backing his men. Thereafter he won't be diffident again in asking assistance nor sparing in his communication of his helpful ideas to the house for the benefit of the other salesmen.

One of the very best ways of helping men is to make them help each other by exchanging pointers.

J. D. Hanson.

Self-Control Disarms All Ill-Natured Attacks.

A crack-a-jack salesman will receive a rebuff as gracefully and easily and with as little damage to himself as a professional base ball player will take in a red hot liner that a batter drives at him, and go right on playing the game as if nothing had happened. An amateur salesman will want to quit playing, or call the attention of the umpire to the malicious intent of the batter.

A blow that would knock the ordinary man off his pins will do nothing more than to give a professional boxes a chance to show his agility and win applause. If you drop a plank on a cork in the water with a tremendous splash the cork will bob up as serenely as if nothing had happened, and lie quietly once more on the unruffled surface of the water. And so a clever salesman, when a smashing blow is aimed at him by a surly prospect, will merely sidestep gracefully and continue calmly with the prosecution of his purpose.

Here is an instance that illustrates this point: One of the best book salesmen in the country, a man whose commissions amount to more than the salary of any officer in President's Roosevelt's cabinet, happened to call upon an ill-natured prospect at a bad moment and was received with a snort.

"You book agents are a pack of thieves and fakirs," burst out the prospect. "I have had my experiences with you wellows."

"Every profession has its fakirs," said the salesman, quietly. "The medical profession has its quacks, the law its shysters and the ministry its rascals. There are some black sheep out selling books, it is true. It is hard luck for me as well as for you that you happened to bump into that kind. I have sold books to people who were not honest and did not mean to pay for them and never did—but I could not logically assume from that that every man I meet is going to do me."

The prospect felt much as the base ball slugger at the bat feels when his hard smash at center field has been quietly pulled down by the shortstop on its way across the diamond, forcing him to drop his bat and retire to the bench.

Reform is a good deal like a shotgun—prudent men always aim it away from themselves.

Some men are sure they have new hearts because they have lost their heads.

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan. All meals 50c.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

Good Sunday Reading

We recommend that you read our Sunday dinner menu card next Sunday. It makes excellent Sunday reading. Dinner 5:30.

Hotel Livingston

Grand Rapids, Mich.

The Annual Picnic—Notes of Interest to U. C. T.'s.

Grand Rapids, Aug. 9 — At the regular monthly meeting of Grand Rapids Council, No. 131, United Commercial Travelers, which was held in Herald hall last Saturday evening, arrangements were made for the annual basket picnic to be held at Lake Michigan Park, Muskegon, next Saturday. The members of Muskegon Council, U. C. T., will join the Grand Rapids travelers in the event and it is expected that there will be a large turnout.

Arrangements have been made with the Muskegon Interurban for a special round trip rate and children at half this rate. A special car will leave Lyon street at 8 o'clock, which will run through to Lake Michigan, and returning leave there at 9.30 p. m. Special rate tickets will be good on any regular car also.

The sports are in the hands of an able committee and something good is promised every minute. With the fishing and bathing and programme of sports this event will prove the big time of the year.

Notes of Interest To U. C. T.'s.

Fred E. Burleson is a pretty good sailor.

Bert L. Bartlett visited Muskegon Heights several weeks ago.

Wilbur S. Burns will take ham sandwiches to the picnic next Saturday, also a half dozen pickles and a pint of ice cream and a couple of lemons and a few pieces of cake. We only mention this so nobody else will bring the same thing.

F. E. Beardslee was out of town last week for a few days. He is back again now, but expects to go again a little every week.

Homer R. Bradfield needs a biscuit.

Will Berner certainly is some ball player. He is so fast on his feet that he plays both the positions of first base and right field.

Harry J. Brenner is not in the rag business.

A. T. Driggs runs a foundry on the West Side.

Geo. W. Fisher travels quite extensively. He was as far as Sand Lake last week.

R. E. Groom rode on the G. R. & I. flyer last week and he says the train went a hoopin'.

John Hondorp has moved.

Ed. Kraai goes as far west as Spring Lake and Grand Haven.

Walter F. Ryder transacted business in Muskegon last week.

Elbert H. Snow visited the center of town last Saturday evening.

James Goldstein was in Detroit, but has returned. Jim says he doesn't like to go so far away from home.

F. T. Croninger travels mostly.

Geo. I. Marriott says business is rushing.

Wm. D. Bosman made Grandville and Jenison last week.

Walter S. Lawton made three towns last week. He doesn't tell what ones they were.

D. C. Scribner, who travels for the G. R. Paint and Wood Finishing Co., expects to take quite a trip next week and probably will go as far as Muskegon, if he can make it.

Van C. Shridder will make a couple of towns by wagon next week. Van rides in wagons because a wagon requires more greese than a buggy.

Harry D. Hydorn likes to travel. He says it makes him fat.

Chas. C. Perkins, Ed. Ryder, Thomas Modie and John Jones are expected in our midst Home-coming Week. They all want to come home.

Otto W. Weber has a new necktie that looks very joyous on him.

George Liesvelt bought a ticket through to Rockford last Monday.

F. R. May.

Merchants Protest Against Peddlers and Fakirs.

Muskegon, Aug. 9 — Requesting that a stop be put to the practice of traveling fakirs and peddlers selling their wares in Federal square and shouting their trade to entice people, a group of merchants on Western avenue petitioned the Council last night to cause an ordinance to be enacted prohibiting the practice. The petitioners represent that the traveling fakirs are a nuisance to the citizens and criticize them generally. The petition is as follows:

"Your petitioners, freeholders and business people of Muskegon, and concerned in the morals, welfare and prosperity of the city, respectfully represent to you that you cause an ordinance to be enacted, or make such regulations and restrictions as may be necessary and sufficient to keep traveling fakirs, peddlers and mountebanks from using Federal square and the corners and streets about and leading into such square for displaying and selling their wares and giving exhibitions connected with their business.

"Traveling fakirs, peddlers and mountebanks are a nuisance to the citizens; they are non-residents, they produce nothing of value and leave nothing of value when they depart. They congregate large crowds in and about Federal square, they sell worthless wares, litter the square and streets with refuse, leave boxes and wrappings on the pavements, make loud noises and harrangues, give free exhibitions, gather crowds that stop traffic on side streets and conduct their business about said square to the annoyance and interruption of the citizens who do business thereabouts. They create and maintain a nuisance, and are a detriment to everybody. Many of them are vicious, immoral and loaferish, and are dangerous to the morals of the young and impressionable.

"Your petitioners declare that these characters should not be licensed or permitted to ply their calling or trade within the city, but if they must be tolerated, then that they be confined to some quiet and unused street, or vacant lot, away from the busy downtown streets and corners, away from the Federal square, like any other show people; that they be required to lease a vacant place for their business, as well as pay the required city fee for license to the city.

"And your petitioners show that there are several vacant lots in the downtown district which your petitioners believe can be procured by these traveling fakirs and peddlers."

The petition is signed by forty-seven of the leading merchants on Western avenue, between Third and Terrace streets. It was referred to the Ordinance Committee, which will consider the matter.

Getting a Prospect To Listen.

When you start out on your campaign as a salesman you will arm yourself with many of the qualities of the soldier—courage, strategy and aggressiveness, but after all you are not going out to rouse opposition, to stir up the fighting quality in other men. Every attitude and expression in the salesman that betrays the fighter creates a feeling of opposition and resentment in the breast of the other man—the prospect. If you approach a man as if he were a castle to be stormed you will find the spirit within armed and ready for defense.

But the quality which wins men is sympathy, and the salesman who has the keenness and penetration not only to read his man's character approximately, but also to determine his mood and get his point of view; who is so completely master of his own moods as to be able to place himself at once easily and gracefully en rapport with his prospect, is in a position to lead. When you have got in touch with your customer's feelings and made him understand that you are in sympathy with him, the talking points, arguments and suggestions that follow are colored by your mutual friendliness so that every word has a sympathetic pull as well as a convincing point.

Then let aggressiveness play its part, but it is an aggressiveness which goes with your customer, never against him. Put yourself in his place and imagine how he looks at your proposition; feel your ground carefully until you are sure you have ascertained just where he stands—then talk business. In order to take advantage of every opportunity you will need to know as much as possible about your prospect as an individual and as a business man in order to learn how to put your proposition in a way that is of vital interest to him. The salesman must either cultivate a long memory or adopt a system of recording this information where it may be found when wanted. A man's interest in his son is generally a vital one, and the tactful salesman can put himself into the good graces of almost any man by an intelligent and sympathetic reference to the young hopeful. His other interests may be learned on further acquaintance or through friends. In fact, the salesman should make it a point whenever a possible prospect's name is mentioned to turn the conversation to that man's favorite sport, amusement or hobby.

It makes selling a rather complicated game that these things should influence a man in the conduct of his business. When business questions are up for discussion and decision the buyer's mind should be nothing but a machine of calculation and logical judgment, uninfluenced by anything except fact, argument and demon-

stration. But we must take buyers as we find them—sometimes full of moods, more or less faulty, and inclined to whims. The successful salesman must take advantage of his knowledge of these points and make the best use he can of them to bring his prospect to the listening point—then argument and demonstration may not be necessary to secure the order.

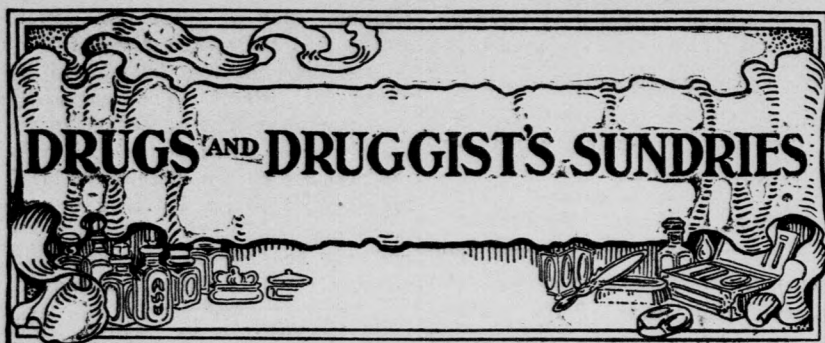
John H. Putnam.

Jess Wisler, C. L. Bailey, Will Dunham, Frank Harding and Clare Harding left Mancelona a week ago on a seven hundred mile tour which included Traverse City, Northport, Leland, Glen Arbor, Frankfort, Manistee, Ludington, Hart, Shelby, Pentwater, Muskegon, Holland, Saugatuck, Fennville, Coloma, Benton Harbor, St. Joseph, South Bend, Elkhart, La Grange, Howe, Sturgis, Mendon, Vicksburg, Kalamazoo, Wayland, Grand Rapids and thence home via Cadillac. They had the good fortune to meet with no mishaps on the way and up to the time they had reached Grand Rapids they had but two tire troubles. Their trip was taken mainly to ascertain the condition of the growing crops. Mr. Wisler says that he will return to Mancelona better satisfied with Northern Michigan than ever before; that outside of a few localities corn, potatoes and other growing crops look better in Northern Michigan than they do in any other point he passed through. The automobile is owned and driven by Mr. Harding.

Detroit—McRae & Roberts, manufacturers of steam and brass goods, will soon begin the erection of a new factory on the site of their present plant at 227 Campbell. The company has recently increased its capital stock from \$195,000 to \$295,000, and the new factory, which will practically double the present floor space and employ about 400 men, has been made necessary by the general expansion of the business. The factory will be a brick structure 320 feet long and 60 feet in width, a large portion of it to be three stories high. A foundry will occupy the one-story portion, steel trusses being used to support the roof in that part of the plant. The mill construction will be used throughout, similar to the construction of the building now occupied by the company. There will also be a new boiler house in connection with the plant.

Houghton—C. J. Markham has sold an interest in his candy factory to Sidney G. Pierce and the business will hereafter be conducted under the style of Markham & Co. Mr. Pierce has been sales manager for Mr. Markham for the past year and a half, coming here from Detroit, where he has had an experience of twenty-two years in the candy business. He has become well known and well liked in Houghton and the territory tributary to the Markham factory. Mr. Markham will continue to handle the manufacturing end of the business, Mr. Pierce the selling end.

The Fuller & Rice Lumber & Manufacturing Co. has increased its capital stock from \$25,000 to \$200,000.



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.

Wholesome Buttermilk for the Fountain.

No milk drink is any more popular to-day at the fountain than buttermilk. Its present popularity is due in a large measure to the discovery of lactic acid bacilli by Parke, Davis & Co., or rather a process of putting them on the market as a commercial product in tablet form, thus making possible the preparation of a buttermilk which contains all the nutritive properties of rich fresh milk.

Natural Buttermilk.

Buttermilk may be purchased from the creamery as well as made. Such buttermilk is well known to be the by-product of the manufacture of butter, and as it will not keep as long as the manufactured article, it is not as satisfactory to handle. Buttermilk to be good must be ice cold, and so the best method of keeping it is to put the can in a tub and pack it in shaved ice. Many of the counter fountains are now equipped with buttermilk pumps, or at least they will be furnished for those desiring them. When you buy buttermilk have it fresh every day. That is the only way to build up a business in it.

Lactone Buttermilk.

This is in truth the only buttermilk for the fountain man to handle. After preparation it can be kept as above or put into individual bottles. Small 8 ounce milk bottles with the paper caps are convenient. If you can afford to serve a larger drink, use a 12 ounce stoppered bottle such as is employed for citrate of magnesia. These are especially good in one way, for they can be put in an ice box and covered with finely shaved ice, which means that they can be kept for a long time before they will spoil. The small milk bottles cost in quantities less than 3 cents each and the paper caps something like 30 cents a thousand.

After some experience I would say that for a container in which to make buttermilk, a glass demijohn or a stone crock is the best. One thing you must be sure of, and that is to have it scrupulously clean.

An attractive way where you have the facilities and room is to make the buttermilk in a stone churn, have a stone pitcher set in ice to serve it from, and serve in ice cold stone mugs. Then have your advertisement read: "Fresh buttermilk. Made in stone, and served in stone, 5 cents."

In the preparation of buttermilk there is one important thing to be remembered, and that is fresh sweet milk. Upon this depends everything.

Old milk, or old milk with fresh milk or milk to which a preservative has been added, will not give a satisfactory product. Therefore insist upon your milkman supplying you with fresh whole milk, for if you do this and follow directions you will have a fine lactacid milk that will keep wholesome for months under the proper conditions.

Formulas.

1. Fresh milk, 2 gallons; warm water, 3 quarts; salt, 1 teaspoon rounded full; lactone tablets, 8.
2. Fresh milk, 1 gallon; warm water, $\frac{1}{2}$ gallon; table salt, 1 drachm; lactone tablets, 5. This formula is perhaps a trifle cheaper than No. 1, but for fountain use I would recommend the former.

Heat the water to 175 deg. Fahrenheit, add it to the milk, then stir in the salt. Now crush the lactone tablets in a mortar and dissolve them in some of the above mixture, add to the whole, and stir the latter thoroughly for a few minutes. Then set aside for fermentation.

In summertime a high shelf in the back room will answer very nicely, but in the winter it is better to put the container in some warm place or near a radiator where a temperature of from 70 to 85 deg. Fahrenheit can be maintained. Upon the temperature depends the length of time that it will take to complete the process. If you maintain a fairly high average, from twenty-four to thirty-six hours, otherwise from forty-eight to fifty-six hours. When the process of fermentation has proceeded far enough put the milk on ice and keep it there until served. During the process of fermentation do not shake the milk, as this is liable to form hard curds.

How To Serve Buttermilk.

Shake the container thoroughly and pour its contents into a thin glass. Some like to have you run the fine soda stream into the milk just to liven it a little. Children and ladies

like a glass of buttermilk with an ounce of vanilla syrup shaken into it just as in a milk shake.

Vichy and Buttermilk.

Draw a 2 ounce glass one-third full of vichy and fill with buttermilk. Mix.

Buttermilk Egg Shake.

Into a mixing glass draw $1\frac{1}{2}$ ounces of ginger syrup. Into this break an egg, add a little ice and fill with buttermilk. Shake and strain into a 12 ounce glass. E. F. White.

Value of Commercial Training For Women Pharmacists.

Pharmacy is a science, management an art; so closely related are science and art that no really practical pharmacist can be other than a practical manager. The demand for good managers would seem to imply that there is more than mere practicality connected with the management of a store, there must be some hidden genius in man from which he may draw.

Certain qualities are necessary to good management—integrity, foresight and a clear understanding of the situation. Oftentimes environment plays a large part in the relation of the pharmacy to the public, and the man must be alive to that which takes place outside as well as inside his place of business. Over and above all qualities should be that attribute in man, rightly termed "initiative," which makes him do the thing required by circumstances or without his attention being called to it. Such men have tact. They get on with their fellow men at all times and in all places, handling those of different temperaments to the upbuilding of their trade.

Actuality rather than potentiality gives business supremacy. One must know and understand the policy of his company, have confidence and enthusiasm in it, and work heart and hand with the proprietor.

Our women pharmacists, who are by no means few in number, cultivated, educated, endowed with intuition, are able to so thoroughly master the business as to prove effectual managers. We find women at the head of departments in various department stores, attending carefully to details, and keen on price and quality. The untimely opprobrium lent to pharmacy in some of the states is a menace to women in practice. Too often the ability to manage covers an array of circumstances to which she can not conform because of hallmarks upon the custom. Give her the real work, its ideals, its fine points of discrimination as trade-winners, your confidence and the fullness of her service is not to be defined.

The ultimatum is a chair of Comprehensive Pharmacy in every college of pharmacy which shall teach commercialism, salesmanship, the proper handling of employees and even train students in the terms employed by the business world. The therapeutic value of every proprietary should be explained, its market value and its price to the consumer. All this is of as much importance to the would-be pharmacist as the formulas and derivatives of hydroquinone or pi-

perazin. For prescribing physicians will prescribe specialties, and to deal upon the hackneyed plea of "Justice to the public" and protection to the laity you yourself must know about them. For, mind you, as a rule, one-half—yes, three-fourths—of a stock of drugs and sundries are Greek to the newly graduated clerk unless experienced.

We are good chemists, we desire to be good chemists, but one would rather know in checking an order what sodium salicylate, Mall's, means and why it is specified, or digitalis, fat-free, P. D., or acid hydriodic 10 per cent, 1 ounce g. v. s. 7, than page after page of many a text-book which could not be remembered from week end to week end. It is then you get the feel of things and know the ground on which you stand. Then pharmacy moves to the front with other commercial ventures, and we forget to dream among the array of elixirs, chemicals and impossible organic friends which are legion.—Blanche Woods Brink in Bulletin of Pharmacy.

The Drug Market.

Opium, Morphine and Quinine—Are unchanged.

Norwegian Cod Liver Oil—Has advanced.

Santonin—Is higher.

Oil Cloves—Has advanced on account of higher prices for the spice.

Oil Wormseed—Is higher.

Carbolic Acid—On account of competition is tending lower.

Balsam Copaiba—Has declined.

Juniper Berries—Have advanced and are becoming very scarce.

Prickly Ash Berries—Have declined.

Oil Spearmint—Has advanced.

The Baby's Medicine.

The mistress of the house had been to a concert, and when she returned she was met by the servant with: "Baby was very ill while you were out, mum."

"Oh, dear!" said Mrs. Youngwife. "Is he better?"

"Oh, yes, mum; he's all right now, but he was bad at first. I found his medicine in the cupboard."

"Good gracious! What have you given the child? There's no medicine in the cupboard."

"Oh, yes, there is; it's written on it." And then the girl triumphantly produced a bottle labelled "Kid Reviver."

Novel Way to Disinfect Coaches.

Disinfection of the coaches of the Prussian state railways has been annoying the sanitation authorities, with the result that the government recently established a system of steel tubes, boiler riveted, into which coaches may be backed and exteriors and interiors rendered germless through a treatment of formalin. Cars are run into these tubes, one at a time, the end of the tube closed, and its interior filled with formalin gas. The gas tank is set up as a unit in connection with the metal tubing, feeding the disinfecting gases into the tube at short range.

WHOLESALE DRUG PRICE CURRENT

Acidum		Copaiba 1 75@1 85	Scilla @ 50
Aceticum 6@ 8		Cubebae 4 80@5 00	Scilla Co. @ 50
Benzolcum, Ger. 70@ 75		Erigeron 2 35@2 50	Tolutan @ 50
Boracie 12@ 15		Evcechthitos 1 00@1 10	Prunus virg @ 50
Carbolicum 16@ 20		Gaultheria 4 80@5 00	Zingiber @ 50
Citricum 45@ 50		Geranium 10@ 15	
Hydrochlor 3@ 5		Gossippi Sem gal 70@ 75	Tinctures
Nitrocum 8@ 10		Hedeoma 2 50@2 75	Aloes 60
Oxalicum 14@ 15		Junipera 40@1 20	Aloes & Myrrh. 60
Phosphorium, dil. 44@ 47		Lavendula 30@3 60	Anconitum Nap's F 50
Salicylicum 44@ 47		Limons 1 15@1 25	Anconitum Nap's R 50
Sulphuricum 75@ 85		Mentha Piper 2 20@2 40	Arnica 50
Tannicum 75@ 85		Mentha Verid 2 75@3 00	Asafoetida 50
Tartaricum 38@ 40		Morruhae, gal. 2 00@2 75	Atrope Belladonna 50
		Myricia 3 00@3 50	Aurant Cortex 50
Ammonia		Olive 1 00@3 00	Barosma 50
Aqua, 18 deg. 4@ 6		Picis Liquida 10@ 12	Benzoin 50
Aqua, 20 deg. 6@ 8		Picis Liquida gal. @ 40	Benzoin Co. 50
Carbonas 13@ 15		Ricina 34@1 00	Cantharides 75
Chloridum 12@ 14		Rosae oz. 6 50@7 00	Capsicum 50
		Rosmarini @ 1 00	Cardamon 75
Aniline		Sabina 90@1 00	Cardamon Co. 75
Black 2 00@2 25		Santal @ 4 50	Cassia Acutifol 50
Brown 80@1 00		Sassafras 90@1 00	Cassia Acutifol Co 50
Red 45@ 50		Sinapis, ess. oz. @ 65	Caster 1 00
Yellow 2 50@3 00		Succini 40@ 45	Catechu 50
		Thyme 40@ 50	Cinchona 50
Bacca		Thyme, opt. @ 1 60	Cinchona Co. 50
Cubebae 50@ 55		Theobromas 15@ 20	Cubebae 50
Junipers 10@ 12		Tigill 90@1 00	Digitalis 50
Xanthoxylum 1 00@1 10			Ergot 50
		Potassium	Ferri Chloridum 35
Balsamum		Bi-Carb 15@ 18	Gentian 50
Copaiba 60@ 65		Bichromate 13@ 15	Gentian Co. 50
Peru 2 00@2 30		Bromide 25@ 30	Gulaca 50
Terabin, Canada 78@ 80		Carb 12@ 15	Gulaca ammon 50
Tolutan 40@ 45		Chlorate 12@ 14	Hyoscyamus 50
		Cyanide 30@ 40	Iodine 75
Cortex		Iodide 3 00@3 10	Iodine, colorless 75
Abies, Canadian 18		Potassa, Bitart pr 30@ 32	Kino 50
Cassia 20		Potass Nitras opt 7@ 10	Lobelia 50
Cinchona Flava 18		Potass Nitras 6@ 8	Myrrh 50
Buonymus atro. 60		Prussiate 23@ 26	Nux Vomica 50
Myrica Cerifera 20		Sulphate po 15@ 18	Opil 1 25
Prunus Virgini. 15			Opil, camphorated 1 00
Quillala, gr'd. 24		Radix	Opil, deodorized 2 00
Sassafras, po 25. 24		Aconitum 20@ 25	Quassia 50
Ulmus 20		Althae 30@ 35	Rhatany 50
		Anchusa 10@ 12	Rhei 50
Extractum		Arum po @ 25	Sanguinaria 50
Glycyrrhiza, Gla. 24@ 30		Calamus 20@ 40	Serpentaria 50
Glycyrrhiza, po. 28@ 30		Jentiana po 15. 12@ 15	Stromonium 60
Haematox 11@ 12		Hydrastis, Canada 16@ 18	Tolutan 50
Haematox, 1s 13@ 14		Hydrastis, Can. po 2 50	Valerian 50
Haematox, 1/2s 14@ 15		Hydrastis, Can. po 2 50	Veratrum Veride 50
Haematox, 1/4s 16@ 17		Inula, po 18@ 22	Zingiber 60
		Ipecac, po 2 00@2 10	
Ferru		Iris plox 35@ 40	Miscellaneous
Carbonate Precip. 15		Jalapa, pr. 70@ 75	Aether, Spts Nit 3f 30@ 35
Citrate and Quina 2 00		Maranta, 1/2s @ 35	Aether, Spts Nit 4f 34@ 38
Citrate Soluble. 55		Podophyllum po 15@ 18	Alumen, gr'd po 7 3@ 4
Ferrocyanidum S 40		Rhei 75@1 00	Annatto 40@ 50
Solut. Chloride 15		Rhei, cut 1 00@1 25	Antimoni, po 4@ 5
Sulphate, com'l 2		Rhei, pv. 75@1 00	Antimoni et po T 40@ 50
Sulphate, com'l, by bbl. per cwt. 71		Sanguinari, po 18 @ 15	Antipyrin @ 25
Sulphate, pure 15		Scilla, po 45 20@ 25	Argenti Nitras oz @ 62
		Senega 85@ 90	Arsenicum 10@ 12
Flora		Serpentaria 50@ 55	Balm Gilead buds 60@ 65
Arnica 20@ 21		Smilax, M. @ 25	Bismuth S N 1 90@2 00
Anthemis 50@ 60		Smilax, off's H. 48	Calcium Chlor, 1s @ 10
Matricaria 30@ 31		Spigella 1 45@1 50	Calcium Chlor, 1/2s @ 10
		Symplocarpus @ 25	Calcium Chlor, 1/4s @ 12
Folia		Valeriana Eng. @ 25	Cantharides, Rus. @ 90
Barosma 1 60@1 70		Valeriana, Ger. 15@ 20	Capsici Fruc's af @ 20
Cassia Acutifol, 15@ 21		Zingiber a 12@ 16	Capsici Fruc's B po @ 15
Tinnevely 25@ 31		Zingiber j 25@ 28	Carmine, No. 40 4@ 25
Cassia, Acutifol 25@ 31			Carphyllus 20@ 22
Salvia officinalis, 1/2s and 1/4s 18@ 21		Semen	Cassia ructus 35
Uva Ural 8@ 1		Antisum po 20 @ 16	Cataceum 35
		Apium (gravel's) 13@ 15	Centaria 10
Gummi		Bird, 1s 4@ 6	Cera Alba 50@ 55
Acacia, 1st pkd. @ 41		Cannabis Sativa 7@ 8	Cera Flava 40@ 42
Acacia, 2nd pkd. @ 31		Cardamon 70@ 90	Crocus 45@ 50
Acacia, 3rd pkd. @ 31		Carui po 15 12@ 15	Chloroform 34@ 54
Acacia, sifted sts. @ 14		Chenopodium 25@ 30	Chloral Hyd Crss 1 15@1 40
Acacia, po 45@ 61		Corlandrum 12@ 14	Chloro'm Squibbs @ 90
Aloe, Barb 22@ 21		Cydonium 75@1 00	Chondrus 20@ 25
Aloe, Cape @ 2		Dipterix Odorate 3 00@3 10	Cinchonid'e Germ 38@ 48
Aloe, Socotri @ 4		Foreniculum @ 30	Cinchonidine P-W 38@ 48
Ammoniac 55@ 60		Foenugreek, po. 7@ 9	Coctaine 2 80@3 00
Asafoetida 1 50@1 75		Lini 6@ 8	Corks list, less 75% @ 45
Benzoinum 50@ 55		Lini, gr'd. bbl. 5 1/2 6@ 8	Creosotum @ 2
Catechu, 1s @ 12		Lobelia 75@ 80	Creta bbl. 75 @ 5
Catechu, 1/2s @ 14		Pharlaris Cana'n 9@ 10	Creta, prep. 9@ 11
Catechu, 1/4s @ 1		Rapa 5@ 6	Creta, precip. 9@ 11
Camphorae 60@ 61		Sinapis Alba 8@ 10	Creta, Rubra @ 8
Euphorbium 40		Sinapis Nigra 9@ 10	Cudbear 24
Galbanum @ 1 00			Cupri Sulph 3@ 10
Gamboge, po. 1 25@1 35		Spiritus	Dextrine 7@ 10
Gaulacum po 35 @ 31		Frumenti W. D. 2 00@2 50	Emery, all Nos. @ 8
Kino po 45c @ 41		Frumenti 1 25@1 50	Emery, po @ 6
Mastic 75		Juniperis Co. O T 1 65@2 10	Ergota po 65 60@ 65
Myrrh po 50 @ 45		Saccharum N E 1 90@2 10	Ether Sulph 35@ 40
Opium @ 6 50		Spt Vini Galli 1 75@2 00	Flake White 12@ 15
Shellac 45@ 55		Vini Alba 1 25@2 00	Galla 30
Shellac, bleached 60@ 65		Vini Oporto 1 25@2 00	Gambler 3@ 9
Tragacanth 70@1 00			Gelatin, Cooper 60
		Sponges	Gelatin, French 35@ 60
Herba		Extra yellow sheeps' wool carriage @ 1 25	Glassware, fit boo 75% @ 10
Absinthium 7 00@7 50		Florida sheeps' wool carriage 3 00@3 50	Glue, brown 11@ 13
Eupatorium oz pk 20		Grass sheeps' wool carriage @ 1 25	Glue, white 15@ 25
Lobelia oz pk 20		Hard, slate use. @ 1 00	Glycerina 24@ 30
Majorium oz pk 28		Nassau sheeps' wool carriage 3 50@3 75	Grana Paradisi @ 25
Mentha Pip. oz pk 23		Velvet extra sheeps' wool carriage @ 2 00	Humulus 35@ 60
Mentha Ver oz pk 25		Yellow Reef, for slate use @ 1 40	Hydrarg Ammoli @ 1 10
Rue oz pk 39			Hydrarg Ch. Mt. @ 85
Tanacetum, V. 22		Syrups	Hydrarg Ch Cor @ 85
Thymus V. oz pk 25		Acacia @ 50	Hydrarg Ox Ru'm @ 95
		Aurant Cortex @ 50	Hydrarg Ungue'm 45@ 50
Magnesia		Ferri Iod @ 50	Hydrargyrum @ 80
Calcined, Pat. 55@ 60		Ipecac @ 60	Ichthyobolia, Am. 90@1 00
Carbonate, Pat. 18@ 20		Rhei Arom @ 50	Indigo 75@1 00
Carbonate, K-M. 18@ 20		Smilax Om's @ 50	Iodine, Resubi 4 00@4 10
Carbonate 18@ 20			Liquor Arsen et @ 26
			Hydrarg Iod. @ 26
Oleum			Liq Potass Arsenit 10@ 12
Absinthium 6 50@7 00			
Amygdalae Dulc. 75@ 85			
Amygdalae, Ama 8 00@8 25			
Anisi 1 90@2 00			
Aurant Cortex 2 75@2 85			
Bergamili 5 50@5 60			
Caliputi 85@ 90			
Caryophilli 1 30@1 40			
Cedar 50@ 50			
Chenopadii 3 75@4 00			
Cinnamonli 1 75@1 85			
Conium Mac 50@ 50			
Chironella 90@ 90			

Lupulin @1 50	Rubia Tinctorum 12@ 14	Vanilla 9 00@10 00
Lycopodium 60@ 70	Saccharum La's 18@ 20	Zinci Sulph 7@ 10
Macis 65@ 70	Salacin 4 50@4 75	
Magnesia, Sulph. 3@ 5	Sanguis Drac's 40@ 50	Oils
Magnesia, Sulph. bbl @ 1 1/2	Sapo, G @ 15	Lard, extra bbl. gal. 35@ 90
Mannia S. F. 75@ 85	Sapo, M 10@ 12	Lard, No. 1 60@ 65
Menthol 2 25@2 50	Sapo, W 13 1/2@ 16	Linseed, pure raw 80@ 85
Morphia, SP&W 3 35@3 65	Seidlitz Mixture 20@ 22	Linseed, boiled 81@ 86
Morphia, SNYQ 3 35@3 65	Sinapis @ 18	Neat's-foot, w str 65@ 70
Morphia, Mal. 3 35@3 65	Sinapis, opt. @ 30	Turpentine, bbl. 66 1/2
Moschus Canton @ 40	Snuff, Maccaboy, @ 51	Turpentine, less 67
Myristica, No. 1 25@ 40	De Voes @ 51	Whale, winter 70@ 76
Nux Vomica po 15 35@ 40	Snuff, S'h DeVos's @ 51	Paints
Pepsin Saac, H & P D Co. @ 1 00	Soda, Boras 54@ 60	Green, Paris 21@ 26
Picis Liq N N 1/2 gal. doz. @ 2 00	Soda, Boras, po 54 1/2@ 60	Green, Peninsular 13@ 16
Picis Liq qts @ 1 00	Soda et Pot's Tart 25@ 28	Lead, red 74@ 8
Picis Liq pints @ 60	Soda, Carb 1 1/2@ 2	Lead, white 74@ 8
Pil Hydrarg po 80 @ 30	Soda, Bi-Carb 3@ 5	Ochre, yel Ber 1 1/2 2 @ 4
Piper Alba po 35 @ 13	Soda, Ash 3 1/2@ 4	Putty, commer'l 2 1/2 2 1/2 @ 3
Pix Burgum po 22 @ 8	Soda, Sulphas @ 2	Putty, strict pr 2 1/2 2 1/2 @ 3
Plumbi Acet 12@ 15	Spts. Cologne @ 2 60	Red Venetian 1 1/2 2 @ 3
Pulvis Ip'cet Opil 1 30@1 50	Spts. Ether Co. 50@ 55	Shaker Prep'd 1 25@1 35
Pyrenthrum, bxs. H & P D Co. doz. @ 75	Spts. Myrcia @ 2 50	Vermillion, Eng. 75@ 80
Pyrenthrum, pv. 20@ 25	Spts. Vini Rect bbl @ 4	Vermillion Prime
Quassia 8@ 10	Spts. Vini Rect 1/2 b @ 4	American 13@ 15
Quina, N. Y. 17@ 27	Spts. Vini R't 10 gl @ 1	Whiting Gilders' @ 95
Quina, S. Ger. 17@ 27	Spts. Vini R't 5 gl @ 1	Whit'g Paris Am'r @ 1 25
Quina, S P & W 17@ 27	Strychnia, Crys'l 1 10@1 30	Whit'g Paris Eng. @ 1 25
	Sulphur Subl 2 1/2@ 4	Whiting, white S'n @ 1 40
	Sulphur, Roll 2 1/2@ 3 1/2	Varnishes
	Tamarinds 8@ 10	Extra Turp 1 60@1 70
	Terebenth Venice 28@ 30	No. 1 Turp Coach 1 10@1 20
	Thebromae 40@ 45	

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 Market		Index to Market	
By Columns		By Columns	
A		B	
Ammonia	1	Baked Beans	1
Axle Grease	1	Bath Brick	1
B		Bluing	1
Baked Beans	1	Brooms	1
Bath Brick	1	Brushes	1
Bluing	1	Butter Color	1
Brooms	1	C	
Brushes	1	Candles	1
Butter Color	1	Canned Goods	2
C		Carbon Oils	2
Candles	1	Catsup	2
Canned Goods	2	Cereals	2
Carbon Oils	2	Cheese	2
Catsup	2	Chewing Gum	3
Cereals	2	Chicory	3
Cheese	2	Chocolate	3
Chewing Gum	3	Clothes Lines	3
Chicory	3	Cocoa	3
Chocolate	3	Cocoa Nut	3
Clothes Lines	3	Cocoa Shells	3
Cocoa	3	Coffee	3
Cocoa Nut	3	Confections	11
Cocoa Shells	3	Crackers	3
Coffee	3	Cream Tartar	4
Confections	11	D	
Crackers	3	Dried Fruits	4
Cream Tartar	4	F	
D		Farinaceous Goods	5
Dried Fruits	4	Feed	6
F		Fish and Oysters	10
Farinaceous Goods	5	Fishing Tackle	5
Feed	6	Flavoring Extracts	5
Fish and Oysters	10	Flour	5
Fishing Tackle	5	Fresh Meats	5
Flavoring Extracts	5	G	
Flour	5	Gelatine	5
Fresh Meats	5	Grain Bags	5
G		Grains	5
Gelatine	5	H	
Grain Bags	5	Herbs	6
Grains	5	Hides and Pelts	10
H		J	
Herbs	6	Jelly	6
Hides and Pelts	10	L	
J		Licorice	6
Jelly	6	M	
L		Matches	6
Licorice	6	Meat Extracts	6
M		Mince Meat	6
Matches	6	Molasses	6
Meat Extracts	6	Mustard	6
Mince Meat	6	N	
Molasses	6	Nuts	11
Mustard	6	O	
N		Olives	6
Nuts	11	P	
O		Pipes	6
Olives	6	Pickles	6
P		Playing Cards	6
Pipes	6	Potash	6
Pickles	6	Provisions	6
Playing Cards	6	R	
Potash	6	Rice	7
Provisions	6	Salad Dressing	7
R		Saleratus	7
Rice	7	Sal Soda	7
Salad Dressing	7	Salt	7
Saleratus	7	Salt Fish	7
Sal Soda	7	Seeds	7
Salt	7	Shoe Blacking	7
Salt Fish	7	Snuff	7
Seeds	7	Soap	7
Shoe Blacking	7	Soda	7
Snuff	7	Spices	7
Soap	7	Starch	7
Soda	7	Syrups	7
Spices	7	T	
Starch	7	Tea	8
Syrups	7	Tobacco	8
T		Twine	8
Tea	8	V	
Tobacco	8	Vinegar	9
Twine	8	W	
V		Wicking	9
Vinegar	9	Woodenware	9
W		Wrapping Paper	10
Wicking	9	Y	
Woodenware	9	Yeast Cake	10
Wrapping Paper	10	Z	
Y		Z	

3

4

5

CHEWING GUM		Cocoanut Macaroons	
American Flag Spruce	55	Cocoanut Honey Cake	12
Beeman's Pepsin	55	Cocoanut Hon. Fingers	12
Adams' Pepsin	55	Cocoanut Hon. Jumbles	12
Best Pepsin	45	Crumpets	10
Best Pepsin, 5 boxes	2 00	Dinner Biscuit	25
Black Jack	55	Dirie Sugar Cookie	9
Largest Gum Made	55	Family Cookie	9
Sen Sen	55	Fig Cake Assorted	12
Sen Sen Breath Perf	1 00	Fig Newtons	12
Yucatan	55	Florabel Cake	12 1/2
Spearmint	55	Fluted Cocoanut Bar	10
CHICORY		Frosted Creams	8
Bulk	5	Frosted Ginger Cookie	8
Red	7	Frosted Honey Cake	12
Bagle	7	Fruit Honey Cake	14
Frank's	7	Ginger Gems	8
Schener's	6	Ginger Gems, Iced	9
CHOCOLATE		Graham Crackers	8
Walter Baker & Co.'s	22	Ginger Snaps Family	8
German's Sweet	31	Ginger Snaps N. B. C.	7 1/2
Premium	31	Ginger Snaps	8
Caracas	31	CIDER, SWEET	
Walter M. Lowney Co.		Regular barrel 50 gals	7 50
Premium, 1/4s	30	Trade barrel, 28 gals	4 50
Premium, 1/2s	30	1/2 Trade barrel, 14 gals	2 75
CIDER, SWEET		Boiled, per gal	50
"Morgan's"	20	Hard, per gal	20
Regular barrel 50 gals	7 50	COCOA	
Trade barrel, 28 gals	4 50	Baker's	37
1/2 Trade barrel, 14 gals	2 75	Cleveland	41
Boiled, per gal	50	Colonial, 1/4s	35
Hard, per gal	20	Colonial, 1/2s	38
COCOA		Epps	42
Baker's	37	Huyler	45
Cleveland	41	Lowney, 1/4s	36
Colonial, 1/4s	35	Lowney, 1/2s	36
Colonial, 1/2s	38	Lowney, 1s	36
Epps	42	Van Houten, 1/4s	40
Huyler	45	Van Houten, 1/2s	40
Lowney, 1/4s	36	Van Houten, 1s	40
Lowney, 1/2s	36	Webb	33
Lowney, 1s	36	Wilbur, 1/4s	33
Van Houten, 1/4s	40	Wilbur, 1/2s	32
Van Houten, 1/2s	40	COCOANUT	
Van Houten, 1s	40	Dunham's 1/4s & 1/2s	26 1/2
Webb	33	Dunham's 1/4s	27
Wilbur, 1/4s	33	Dunham's 1/2s	28
Wilbur, 1/2s	32	Bulk	11
COFFEE		COFFEE	
Common	10@13 1/2	Rio	
Fair	14 1/2	Common	12@13 1/2
Choice	16 1/2	Fair	14 1/2
Fancy	20	Choice	16 1/2
Santos		Fancy	19
Common	12@13 1/2	Peaberry	19
Fair	14 1/2	Maracaibo	
Choice	16 1/2	Fair	16
Fancy	19	Choice	19
Mexican		Guatemala	
Fair	16	Choice	15
Choice	19	Java	
Fancy	19	African	12
Guatemala		Fancy African	17
Choice	15	O. G.	25
Java		P. G.	31
African	12	Mocha	
Fancy African	17	Arabian	21
O. G.	25	Package	
P. G.	31	New York Basis	
Mocha		Arbuckle	15 25
Arabian	21	Dillworth	12 75
Package		Jersey	15 00
New York Basis		Lion	14 75
Arbuckle	15 25	McLaughlin's XXXX	
Dillworth	12 75	to retailers only. Mail all	
Jersey	15 00	orders direct to W. F.	
Lion	14 75	McLaughlin & Co., Chicag-	
McLaughlin's XXXX		Extract	
to retailers only. Mail all		Holland, 1/2 gro boxes	95
orders direct to W. F.		Felix, 1/2 gross	1 15
McLaughlin & Co., Chicag-		Hummel's foil, 1/2 gro.	85
Extract		Hummel's tin, 1/2 gro.	1 43
Holland, 1/2 gro boxes	95	CRACKERS	
Felix, 1/2 gross	1 15	National Biscuit Company	
Hummel's foil, 1/2 gro.	85	Brand	
Hummel's tin, 1/2 gro.	1 43	Butter	
CRACKERS		N. B. C. Square	7
National Biscuit Company		Seymour, Round	7
Brand		Soda	
Butter		N. B. C.	7
N. B. C. Square	7	Select	9
Seymour, Round	7	Saratoga Flakes	13
Soda		Zephyrette	13
N. B. C.	7	Oyster	
Select	9	N. B. C. Round	7
Saratoga Flakes	13	Gem	7
Zephyrette	13	Faust	8 1/2
Oyster		Sweet Goods	
N. B. C. Round	7	Animals	10
Gem	7	Atlantic	12
Faust	8 1/2	Atlantic, Assorted	12
Sweet Goods		Arrowroot Biscuit	16
Animals	10	Avena Fruit Cake	12
Atlantic	12	Brittle	11
Atlantic, Assorted	12	Bumble Bee	10
Arrowroot Biscuit	16	Cadets	9
Avena Fruit Cake	12	Cartwheels Assorted	9
Brittle	11	Circle Honey Cookies	12
Bumble Bee	10	Cracknels	16
Cadets	9	Coffee Cake	10
Cartwheels Assorted	9	Coffee Cake, Iced	10
Circle Honey Cookies	12	Cocoanut Brittle Cake	12
Cracknels	16	Cocoanut Taffy Bar	12
Coffee Cake	10	Cocoanut Bar	16
Coffee Cake, Iced	10	Cocoanut Drops	13

Festino 1 50
Bent's Water Crackers 1 20CREAM TARTAR
Barrels or drums 33
Boxes 34
Square cans 36
Fancy caddies 41DRIED FRUITS
Apples
Sundried @ 9
Evaporated @ 9 1/2Apricots
California 12@15
Citron
Corsican @ 15Currants
Imp'd 1 lb. pkg. @ 8 1/4
Imported bulk .. @ 8Peach
Lemon American 13
Orange American 13Raisins
Cluster, 5 crown 1 75
Loose Muscates 2 or. 5 1/4
Loose Muscates, 4 or. 6 1/4
L. M. Seeded 1 lb. 6 1/4 @ 1California Prunes
100-125 25lb. boxes. @ 4 1/2
90-100 25lb. boxes. @ 5 1/2
80-90 25lb. boxes. @ 6 1/2
70-80 25lb. boxes. @ 7 1/2
60-70 25lb. boxes. @ 8 1/2
50-60 25lb. boxes. @ 9 1/2
40-50 25lb. boxes. @ 10 1/2
30-40 25lb. boxes. @ 11 1/2
1/4c less in 50lb. casesFARINACEOUS GOODS
Beans
Dried Lima 5 1/4
Med. Hand PK'd 2 70
Brown Holland 2 90Farina
24 1 lb. packages 1 50
Bulk, per 100 lbs. 8 50Hominy
Flake, 50 lb. sack 1 00
Pearl, 100 lb. sack 2 45
Pearl, 200 lb. sack 4 40
Maccaroni and Vermicelli
Domestic, 10 lb. box. 60
Imported, 25 lb. box. 2 50Pearl Barley
Common 8 00
Chester 8 00
Empire 8 65Peas
Green, Wisconsin, bu. 2 50
Green, Scotch, bu. 2 50
Split, lb. 64Sage
East India 8
German, sacks 8
German, broken pkg. 8Tapioca
Flake, 110 lb. sacks. 8
Pearl, 130 lb. sacks 4 1/4
Pearl, 24 lb. pkgs. 7 1/2FLAVORING EXTRACTS
Foots & Jenks
Coleman BrandLemon
No. 2 Terpenesless 75
No. 3 Terpenesless 1 75
No. 8 Terpenesless 3 00Vanilla
No. 2 High Class 1 20
No. 4 High Class 2 00
No. 8 High Class 4 00Jaxon Brand
Vanilla
2 oz. Full Measure 2 10
4 oz. Full Measure 4 00
8 oz. Full Measure 8 00Lemon
2 oz. Full Measure 1 25
4 oz. Full Measure 2 40
8 oz. Full Measure 4 50GRAIN BAGS
Amoskeag, 100 in bale 19
Amoskeag, less than bl 19 1/2GRAIN AND FLOUR
Wheat
Red 1 12
White 1 11Winter Wheat Flour
Local Brands
Patents 6 15
Seconds Patents 5 65
Straight 5 25
Second Straight 4 85
Clear 4 20Flour in barrels, 25c per
barrel additional.
Lemon & Wheeler Co.
Big Wonder 1/4s cloth 5 25Worden Grocer Co.'s Brand
Quaker, paper 5 10
Quaker, cloth 5 20Wykes & Co.
Eclipse 4 85

6	7	8	9	10	11
Kansas Hard Wheat Flour Judson Grocer Co. Fanchon, 1/2 cloth 6 50 Lemon & Wheeler Co. White Star, 1/2 cloth 6 30 White Star, 1/2 cloth 6 20 White Star, 1/2 cloth 6 10 Worden Grocer Co. American Eagle 1/2 chl 6 10 Grand Rapids Grain & Milling Co. Brands. Purity, Patent 5 25 Seal of Minnesota 4 80 Wizard Flour 4 85 Wizard, Graham 4 85 Wizard, Gran. Meal 3 60 Wizard, Buckwheat 4 80 Rye 4 80 Spring Wheat Flour Roy Baker's Brand Golden Horn, family 5 90 Golden Horn, bakers 5 80 Wisconsin Rye 4 40 Judson Grocer Co.'s Brand Ceresota, 1/2s 7 40 Ceresota, 1/2s 7 30 Ceresota, 1/2s 7 20 Lemon & Wheeler's Brand Wingold, 1/2s 6 95 Wingold, 1/2s 6 85 Wingold, 1/2s 6 75 Worden Grocer Co.'s Brand Laurel, 1/2 cloth 6 20 Laurel, 1/2 cloth 6 10 Laurel, 1/2 cloth 6 00 Laurel, 1/2 cloth 6 00 Laurel, 1/2 cloth 6 00 Voigt Milling Co.'s Brand Voigt's Crescent 5 60 Voigt's Flourloft 5 60 Voigt's Hygienic 5 00 Voigt's Royal 6 00 Wykes & Co. Sleepy Eye, 1/2 cloth 6 50 Sleepy Eye, 1/2 cloth 6 40 Sleepy Eye, 1/2 cloth 6 30 Sleepy Eye, 1/2 paper 6 30 Sleepy Eye, 1/2 paper 6 30 Meal Bolted 3 40 Golden Granulated 3 60 St. Car Feed screened 26 00 No. 1 Corn and Oats 26 00 Corn, cracked 25 00 Corn Meal, coarse 25 00 Winter Wheat Bran 24 00 Middlings 26 00 Buffalo Gluten Feed 33 00 Dairy Feeds Wykes & Co. O P Linseed Meal 35 00 O P Laxo-Cake-Meal 33 00 Cottonseed Meal 34 50 Gluten Feed 28 50 Brewers' Grains 28 00 Hammond Dairy Feed 24 00 Alfalfa Meal 25 00 Oats Michigan carlots 44 Less than carlots 46 Corn Carlots 64 Less than carlots 67 Hay Carlots 17 Less than carlots 18 HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 25 HORSE RADISH Per doz. 90 JELLY 5lb. pails, per doz. 2 25 15lb. pails, per pail 50 30lb. pails, per pail 90 MAPLEINE 1 oz. bottles, per doz 3 00 MATCHES C. D. Crittenden Co. Noiseless Tip 4 50 @ 4 75 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Good 22 Fair 20 Half barrels 2c extra MINCE MEAT Per case 2 85 MUSTARD 1/2 lb. 6 lb. box 18 OLIVES Bulk, 1 gal. kegs 1 10 @ 1 20 Bulk, 2 gal. kegs 95 @ 1 05 Bulk, 5 gal. kegs 90 @ 1 00 Mansilla, 3 oz. 75 Queen, pints 2 50 Queen, 12 oz. 4 50 Queen, 23 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 3 oz. 1 45 PIPES Clay, No. 216, per box 1 75 Clay, T. D., full count 60 Cob 90 PICKLES Medium Barrels, 1,200 count 6 25 Half bbls., 600 count 3 65 Small Half bbls., 1,200 count 4 50 PLAYING CARDS. No. 90 Steamboat 85 No. 15, Rival, assorted 1 75 No. 20, Rover, enam'd 2 00 No. 573, Special 1 75 No. 98 Golf, satin fn. 2 00 No. 808 Bicycle 2 00 No. 633 Tourist whist 2 25 POTASH Babbitt's 4 00	PROVISIONS Barreled Pork Clear Back 24 00 Short Cut 23 75 Short Cut Clear 23 75 Bean 23 00 Brisket, Clear 25 00 Pig 23 00 Clear Family 26 00 Dry Salt Meats S P Bellies 16 Lard Pure in tierces 13 50 Compound Lard 11 80 lb. tubs advance 1/4 60 lb. tubs advance 1/4 50 lb. tubs advance 1/4 20 lb. pails advance 1/4 10 lb. pails advance 1/4 5 lb. pails advance 1 8 lb. pails advance 1 Smoked Meats Hams, 12 lb. average 18 1/2 Hams, 14 lb. average 18 1/2 Hams, 16 lb. average 18 1/2 Hams, 18 lb. average 18 1/2 Skinned Hams 20 Ham, dried beef sets 16 1/2 California Hams 11 1/2 Picnic Boiled Hams 15 Boiled Ham 22 Berlin Ham, pressed 11 Minced Ham 11 Bacon 21 Sausages Bologna 9 Liver 5 Frankfort 10 1/2 Pork 11 Veal 11 Tongue 11 Headcheese 9 Deef Boneless 14 00 Rump, new 14 00 Pig's Feet 1/2 bbls. 1 00 1/2 bbls., 40 lbs. 2 00 1/2 bbls. 4 00 1 bbl. 9 00 Tripe Kits, 15 lbs. 80 1/2 bbls., 40 lbs. 1 60 1/2 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 32 Beef, rounds, set 25 Beef, middles, set 80 Sheep, per bundle 90 Uncolored Butterine Solid dairy 10 @ 12 Country Rolls 10 1/2 @ 16 1/2 Canned Meats Corned beef, 2 lb. 3 20 Corned beef, 1 lb. 1 80 Roast beef, 2 lb. 3 20 Roast beef, 1 lb. 1 80 Potted ham, 1/2 50 Potted ham, 1/4 50 Deviled Ham, 1/2 50 Deviled Ham, 1/4 50 Potted tongue, 1/2 50 Potted tongue, 1/4 50 RICE Fancy 7 @ 7 1/2 Japan 5 @ 6 1/2 Broken 2 1/2 @ 3 1/4 SALAD DRESSING Columbia, 1/2 pint 2 25 Columbia, 1 pint 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 25 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer 3 00 Deland's 3 00 Dwight's Cow 3 00 L. P. 3 00 Standard 1 80 Wyandotte, 100 1/2s 3 00 SAL SODA Granulated, bbls. 80 Granulated, 100 lbs. cs. 90 Lump, bbls. 80 Lump, 145 lb. kegs 90 Common Grades 100 3 lb. sacks 2 40 60 5 lb. sacks 2 25 28 10 lb. sacks 2 10 56 lb. sacks 32 28 lb. sacks 17 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 24 Common Granulated, fine 85 Medium, fine 90 SALT FISH Cod Large whole @ 7 Small whole @ 6 1/2 Strips or bricks 7 1/2 @ 10 1/2 Pollock @ 5 Holland Herring White Hp. bbls. White Hp. 1/2 bbls. bbls. White Hoop mchs. Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 90 Sealed Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 8 lbs. 75 Mackerel Mess, 100 lbs. 15 50	Mess, 40 lbs. 6 60 Mess, 10 lbs. 1 75 No. 1, 100 lbs. 14 00 No. 1, 40 lbs. 6 00 No. 1, 10 lbs. 1 60 No. 1, 8 lbs. 1 30 Whitefish No. 1, No. 2, Fam. 100 lbs. 9 75 50 lbs. 5 25 10 lbs. 1 12 8 lbs. 92 SHOE BLACKING Handy Box, large 3 dz 2 50 Handy Box, small 1 25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rappie in jars 43 SOAP J. S. Kirk & Co. American Family 4 00 Dusky Diamond, 50 8oz 2 80 Dusky D'nd 100 6 oz 3 80 Jap Rose, 50 bars 3 60 Savon Imperial 3 00 White Russian 3 60 Dome, oval bars 3 00 Satinet, oval 2 70 Snowberry, 100 cakes 4 00 Proctor & Gamble Co. Lenox 3 50 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 3 50 Lautz Bros. & Co. Acme, 30 bars, 75 lbs. 4 00 Acme, 25 bars, 75 lbs. 4 00 Acme, 25 bars, 70 lbs. 3 80 Acme, 100 cakes 3 60 Big Master, 70 bars 2 85 German Mottled 3 35 German Mottled, 5 bxs 3 20 German Mottled, 10bxs 3 25 German Mottled, 25bxs 3 20 Marcellies, 100 cakes 6 00 Marcellies, 100 cks 5c 4 00 Marcellies, 100 ck toil 4 00 Marcellies, 1/2bx toilet 2 10 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Snow Boy, 24 lbs. 4 00 Snow Boy, 60 5c 2 40 Snow Boy, 30 10c 2 40 Gold Dust, 24 large 5 00 Gold Dust, 100-5c 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 3 75 Babbitt's 1776 3 75 Roseine 3 75 Armour's 3 70 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 30 Rub-No-More 3 85 Scouring Enoch Morgan's Sons. Sapolio, gross lots 9 00 Sapolio, half gro. lots 4 50 Sapolio, single boxes. 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SPICES Whole Spices Allspice, Jamaica 13 Allspice, large Garden 11 Cloves, Zanzibar 16 Cassia, Canton 14 Cassia, 5c pkg. doz. 25 Ginger, African 9 1/2 Ginger, Cochon 14 1/2 Mace, Penang 50 Mixed, No. 1 16 1/2 Mixed, No. 2 10 Mixed, 5c pkgs. doz. 45 Nutmegs, 75-80 25 Nutmegs, 105-110 20 Pepper, Black 14 Pepper, White 25 Pepper, Cayenne 22 Paprika, Hungarian 38 Pure Ground in Bulk Allspice, Jamaica 12 Cloves, Zanzibar 22 Cassia, Canton 12 Ginger, African 12 Mace, Penang 55 Nutmegs, 75-80 35 Pepper, Black 11 1/2 Pepper, White 18 Pepper, Cayenne 16 Paprika, Hungarian 38 STARCH Corn Kingsford, 40 lbs. 7 1/2 Muzzy, 20 lb. pkgs. 5 1/2 Muzzy, 40 lb. pkgs. 5 Gloss Kingsford Silver Gloss, 40 lbs. 7 1/2 Silver Gloss, 16 3lbs. 6 1/2 Silver Gloss, 12 6lbs. 8 1/2 Muzzy 48 lb. packages 5 16 5lb. packages 4 1/2 12 6lb. packages 6 50lb. boxes 2 1/2 SYRUPS Corn Barrels 27 Half barrels 29 20lb. cans 1/2 dz. in cs. 1 75 10lb. cans, 1/2 dz. in cs. 1 65 5lb. cans, 2 dz. in cs. 1 75	2 1/2 lb. cans, 2 dz. in cs. 1 80 Pure Cane Fair 16 Good 30 Choice 25 TEA Japan Sundried, medium 24 @ 26 Sundried, choice 30 @ 33 Sundried, fancy 36 @ 40 Regular, medium 24 @ 26 Regular, choice 30 @ 33 Regular, fancy 36 @ 40 Basket-fired, medium 30 Basket-fired, choice 35 @ 37 Basket-fired, fancy 40 @ 43 Nibs 26 @ 30 Siftings 10 @ 12 Fannings 14 @ 15 Gunpowder Moyune, medium 22 Moyune, choice 28 Moyune, fancy 40 @ 45 Pingsuey, medium 25 @ 28 Pingsuey, choice 40 @ 45 Pingsuey, fancy 40 @ 45 Young Hyson Choice 30 Fancy 40 @ 50 Oolong Formosa, fancy 45 @ 60 Amoy, medium 25 @ 30 Amoy, choice 32 English Breakfast Medium 25 Choice 30 Fancy 40 @ 45 India Ceylon, choice 30 @ 35 Fancy 45 @ 50 TOBACCO Fine Cut Cadillac 54 Sweet Loma 34 Hiawatha, 5lb. pails 56 Telegram 31 Ray Car 33 Prairie Rose 49 Protection 40 Sweet Burley 41 Tiger 41 Plug Red Cross 30 Palo 35 Kyro 35 Battle Ax 47 American Eagle 33 Standard Navy 37 Spear Head, 7 oz. 47 Spear Head, 14 1/2 oz. 44 Nobby Twist 55 Jolly Tar 40 Old Honesty 40 Toddy 34 J. T. 35 Piper Heidsieck 69 Root Jack 86 Honey Dip Twist 45 Black Standard 49 Cadillac 40 Forge 40 Nickel Twist 62 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb. 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 40 Myrtle Navy 44 Yum Yum, 5c per gro 5 85 Yum Yum, 10c per gro 11 50 Yum, Yum, 1lb. pails 38 Cream 38 Corn Cake, 2 1/2 oz. 26 Corn Cake, 1lb. 21 Flow Boy, 1 1/2 oz. 39 Flow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 39 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 26 Self Binder, 16oz. box. 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 24 Cotton, 4 ply 24 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium N 24 Wool, 1 lb. balls 8 VINEGAR State Seal 12 Oakland apple cider 14 Morgan's Old Process 14 Barrels free. WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels 1 00 Bushels, wide band 1 15 Market 40 Splint, large 3 50 Splint, medium 3 00 Splint, small 2 75 Willow, Clothes, large 8 25 Willow, Clothes, me'm 7 25 Willow, Clothes, small 6 25	Butter Plates Wire End or Ovals. 1/4 lb., 250 in crate 30 1/2 lb., 250 in crate 30 1 lb., 250 in crate 30 2 lb., 250 in crate 35 3 lb., 250 in crate 40 5 lb., 250 in crate 50 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each. 2 55 Clothes Pins Round Head. 4 inch, 5 gross 50 4 1/2 inch, 5 gross 55 Cartons, 20 2 1/2 doz. bxs. 60 Egg Crates and Fillers Humpty Dumpty, 12 dz. 20 No. 1 complete 40 No. 2 complete 28 Case No. 2 fillers 1 sets 1 35 Case, medium, 12 sets 1 18 Faucets Cork, lined, 8 in. 70 Cork lined, 9 in. 80 Cork lined, 10 in. 90 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 80 No. 2 pat. brush holder 85 12lb. cotton mop heads 1 40 Ideal No. 7 85 Pails 2-hoop Standard 2 00 3-hoop Standard 2 25 2-wire Cable 2 10 3-wire Cable 2 30 Cedar, all red, brass 1 25 Paper, Eureka 2 25 Fibre 2 70 Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes. 22 Mouse, wood, 4 holes. 45 Mouse, wood, 6 holes. 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in. Standard, No. 1 7 50 18-in. Standard, No. 2 6 50 16-in. Standard, No. 3 5 50 20-in. Cable, No. 1 8 00 18-in. Cable, No. 2 7 00 16-in. Cable No. 3 6 00 No. 1 Fibre 10 25 No. 2 Fibre 9 25 No. 3 Fibre 8 25 Washboards Bronze Globe 2 50 Dewey 1 75 Double Acme 3 75 Single Acme 3 15 Double Peerless 3 75 Single Peerless 3 25 Northern Queen 3 25 Double Duplex 3 00 Good Luck 2 75 Universal 3 00 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 20 Wood Bowls 13 in. Butter 1 50 15 in. Butter 2 25 17 in. Butter 4 00 19 in. Butter 5 90 Assorted, 13-15-17 3 00 Assorted, 15-17-19 4 25 WRAPPING PAPER Common straw 2 Fibre Manila, white 3 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 8 Butcher's Manila 2 1/2 Wax Butter, short cut 13 Wax Butter, full count 20 Wax Butter, rolls 19 YEAST CAKE Magic, 3 doz. 1 15 Sunlight, 3 doz. 1 00 Sunlight, 1 1/2 doz. 50 Least Foam, 3 doz. 1 15 Yeast Cream, 3 doz. 1 00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. Whitefish, Jumbo 16 Whitefish, No. 1 12 Trout 11 1/2 Halibut 10 Herring 7 Bluefish 14 1/2 Live Lobster 29 1/2 Boiled Lobster 29 Cod 20 Haddock 8 Pickerel 12 Pike 9 Perch 8 Smoked, White 12 1/2 Chinook Salmon 15 Mackerel Finnan Haddie Roe Shad Shad Roe, each Speckled Bass 8 1/2 HIDES AND PELTS Hides Green No. 1 11 Green No. 2 10 Cured No. 1 13 Cured No. 2 12 Calfskin, green, No. 1 13 Calfskin, green, No. 2 11 Calfskin, cured, No. 1 14 Calfskin, cured, No. 2 13 1/4 Pelts Old Wool 20 Lambs 50 @ 75 Shearlings 40 @ 65 Tallow No. 1 5 No. 2 4 Wool Unwashed, med. 25 Unwashed, fine 22 Standard Twist 3 Cases Jumbo, 32 lb. 1 1/4 Extra H H 10 Boston Cream 12 Big stick, 30 lb. case 8 Mixed Candy Grocers 6 1/2 Competition 7 Special 8 Conserve 7 1/2 Royal 12 Ribbon 10 Broken 10 Cut Leaf 5 1/2 Leader 8 Kindergarten 10 French Cream 9 Star 11 Hand Made Cream 16 Premio Cream mixed 16 Paris Cream Bon Bons 10 Fancy—in Pails Gypsy Hearts 14 Coco Bon Bons 14 Fudge Squares 12 Peanut Squares 9 Sugared Peanuts 12 Salted Peanuts 12 Starlight Kisses 11 San Blas Goodies 12 Lozenges, plain 10 Lozenges, printed 12 Champion Chocolate 12 Eclipse Chocolates 14 Bureka Chocolates 15 Quintette Chocolates 14 Champion Gum Drops 9 Moss Drops 10 Lemon Sours 10 Imperial 1 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 Golden Waffles 18 Red Rose Gum Drops 10 Auto Bubbles 18 Fancy—in 5lb. Boxes Old Fashioned Molasses, 10lb. bx 1 30 Orange Jellies 50 Lemon Sours 60 Old Fashioned Horchound drops 60 Peppermint Drops 60 Champion Choc. Drops 65 H. M. Choc. Drops 1 10 H. M. Choc. Lt. and Dark No. 12 1 1 Bitter Sweets, as'd. 1 2 Brilliant Gums, Crs. 60 A. A. Licorice Drops. 60 Lozenges, printed 65 Lozenges, plain 60 Imperial 60 Mottoes 65 Cream Bar 60 G. M. Peanut Bar 60 Hand Made Crms 50 @ 60 Cream Wafers 65 String Rock 65 Wintergreen Berries 60 Old Time Assorted 3 75 Buster Brown Good 3 75 Up-to-date Assortment 3 75 Ten Strike No. 1 6 50 Ten Strike No. 2 6 50 Ten Strike, Summer assortment 6 50 Scientific Ass't. 15 00 Pop Corn Cracker Jack 3 25 Giggles, 5c pkg. cs 3 50 Pop Corn Balls 20cs 1 25 Azulikit 100s 3 25 Oh My 100s 3 50 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 00 NUTS—Whole Almonds, Tarragona 16 Almonds, Drake 15 Almonds, California sft. shell 12 @ 13 Brazil 12 @ 13 Filberts 12 @ 13 Cal. No. 1 14 Walnuts, soft shell 15 @ 16 Walnuts, Marbot 13 Table nuts, fancy 13 @ 15 1/2 Pecans, Med. 13 Pecans, ex. large 14 Pecans, Jumbos 16 Hickory Nuts per bu. Ohio, new Cocoanuts Chestnuts, New York State, per bu. Shelled Spanish Peanuts 9 Pecan Halves 34 @ 35 Walnut Halves 34 @ 35 Filbert Meats 37 Alicante Almonds 47 Jordan Almonds 47 Peanuts Fancy H P Suns 7 1/2 Roasted 7 1/2 Choice, H. P. Jumbos 9	

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.

80 oz. tin cans3 75
32 oz. tin cans1 50
19 oz. tin cans85
16 oz. tin cans75
14 oz. tin cans65
10 oz. tin cans55
8 oz. tin cans45
4 oz. tin cans35
32 oz. tin milk pail 2 00
16 oz. tin bucket90
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 lots31
El Portana33
Evening Press32
Exemplar32

Worden Grocer Co. Brand

Ben Hur35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case ..2 60
36 10c pkgs., per case 2 60
16 10c and 36 5c pkgs., per case2 60

FRESH MEATS

Beef
Carcass 6 1/4 @ 9 1/4
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates @ 5
Livers @ 5

Pork
Loins @16
Dressed @11
Boston Butts @15
Shoulders @12 1/2
Leaf Lard @13
Pork Trimmings @1 1/4

Mutton
Carcass @10
Lambs @12
Spring Lambs @13

Veal
Carcass 6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra..1 00
72ft. 3 thread, extra..1 40
90ft. 3 thread, extra..1 70
60ft. 6 thread, extra..1 29
72ft. 6 thread, extra..1 50

Jute
60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor
50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor
50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided
50ft. 1 35
40ft. 95
60ft. 1 65

Galvanized Wire
No. 20, each 100ft. long 1 95
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

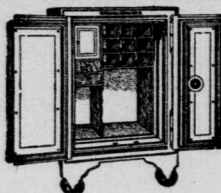
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

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, large3 75
Halford, small2 25

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis

G. J. Johnson Cigar Co.

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

Young Men Wanted

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

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.

Are You In Earnest

about wanting to lay your business propositions before the retail merchants of Michigan, Ohio and Indiana? If you really are, here is your opportunity. The

Michigan Tradesman

devotes all its time and efforts to catering to the wants of that class. It doesn't go everywhere, because there are not merchants at every crossroads. It has a bona fide paid circulation—has just what it claims, and claims just what it has. It is a good advertising medium for the general advertiser. Sample and rates on request.

Grand Rapids, Michigan

Use

Tradesman

Coupon

Books

Made by

Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Drug stock, about \$1,200, in good small town; physician who will write prescriptions. Metal clad store building in Greenville, just right for grocery or general stock. Good location. Dwelling with it, if desired. Small hotel and feed barn, not far from Grand Rapids. Good location for road house. Money maker for right party. Would consider a trade. New brick meat market building in Greenville, together with ice box, scales and fixtures. A bargain for somebody. Hotel and feed barn, inland town. Good location; buildings, furniture and one acre ground for only \$1,300. Frame store building, barn and 1/2 acre land in excellent farming community. Good chance for wagon. A money maker. Write me about these. Fred A. Gleason, Greenville, Mich. 819

If You Have a Stock

Or a part of a stock to sell, try an auction. It will entirely close it out and surprise you with the results. My time is occupied up to late this fall, but have plenty of open dates beyond that. JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.

For Sale—Oliver typewriter, No. 5, new. Write for price. Thos. J. Riley, Rio Grande, N. J. 817

For Sale—General merchandise stock inventorying \$3,500. Doing good business in Southern New Jersey, five miles from Cape May. Good location. Everything in first-class shape and salable. No trade. Cash sale. Thos. J. Riley, Rio Grande, N. J. 818

For Rent—Brick building, 24 x 60 feet; plate glass front; 1,000 population. Best location in town. Address R. D. Gordon, Olin, Iowa. 816

For Sale—Implement and coal business, with buildings. A money maker. Sales \$12,000 from March 1st to August 1st. Books open. No trades. Party must take buildings with business. Will invoice stock. About \$5,000 required. Address No. 820, care Michigan Tradesman. 820

78 feet second-hand oak shelving, dark finish, for clothing and gents' furnishing goods. Michigan Store & Office Fixture Co., 519-521 No. Ottawa St., Grand Rapids, Mich. 821

Only bakery in town of 3,000. Good chance for Swedish baker. Julius Manz, Box 482, Geneva, Ill. 814

Wanted—Steam specialty men for best forced draft equipment on market. Guaranteed territory. Commission. Wing, 90 West St., New York City. 813

Wanted—Four miles light rails for logging road. E. H. Stafford Mfg. Co., Chicago, Ill. 812

For Sale—My retail grocery stock; about \$2,000 required; old established trade. Reason selling, sickness. Henry F. Runge, LaCrosse, Wis. 811

Wanted—An experienced furniture repair man; also a good all around upholsterer in city of 15,000. Applicants must give qualifications, where they have worked and wages expected. Address Duncan-Schell Furniture Co., Keokuk, Iowa. 809

For Sale—Planing mill and retail lumber yard. Will bear investigation. Reasonable terms to good parties. Principals only need answer. C. E. Andrews Lumber Co., New Bethlehem, Pa. 808

For Sale—Dwelling, store and warehouse. Good business; good location. Write Will J. Robinson, Wattsville, Carroll county, Ohio. 807



Read This, Mr. Merchant

Why not permit me to conduct a big July or August sale on your stock? You'll clean up on old goods and realize lots of money quickly. Remember I come in person, qualified by knowledge and experience. Full information on request.

B. H. Comstock, Toledo, Ohio

For Sale—Good furniture and undertaking business in prosperous town. Retiring. Jos. Armitage, Elizabeth, Ill. 806

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

To Rent—Modern store, splendid opportunity; only two dry goods stores in town. Mrs. Iver Larsen, Decorah, Ia. 787

\$2,100 buys established grocery in Grand Rapids; rent \$25; weekly cash business \$400; clean stock; modern fixtures. C. Visner, 419 Widdicombe 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

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—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 country seat town of 1,500 to 1,800 population; the best room and location. Write A. D. Lemmon, Guthrie Center, Ia. 784

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—Bazaar store in good location. Wish to retire. Mrs. Alice Lake, McBride, Mich. 788

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

Anything valuable taken as payment toward my store or \$2,500 general stock in Antrim county on very easy terms. Retirement, care Michigan Tradesman. 792 1/2

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 will conduct auction sales. G. B. Johns, Auctioneer and Sale Specialist, 1341 Warren Ave. West, Detroit, Mich.

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 789, care Michigan Tradesman. Will invoice about \$25,000. 789

\$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

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

For Sale—Furniture store, doing a good business in city of 5,000, best location in city. Stock in first-class condition. C. E. Bishop & Co., Hastings, Mich. 782

Wanted—Stock of dry goods or shoes in exchange for choice land. C. W. Comstock, Lost Nation, Ia. 768

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

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—Clean new, up-to-date stock of general merchandise, which will invoice between \$4,000 and \$4,500; also new building and lot; located in center of splendid farming district. Address Box 9, Douglas, Ill. 759

For Sale—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

Wanted—Stock of goods in exchange for good farm. Wm. N. Sweet, Lake Ann, Mich. 729

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. 761

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

Wanted—Stock of goods not to exceed \$2,500 valuation, in exchange for first-class Grand Rapids residence property. C. T. Daugherty, 10 Hollister St., Grand Rapids, Mich. 743

For Sale—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

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. 548

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich. 104

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.

Experienced shoe salesman wanted to enlarge our business; state territory you have covered, amount sales per annum. Splendid chance for local salesman to get first-class line. Address A. W. Tedcastle & Co., Boston, Mass. 810

Wanted—Tinner. Would prefer a tinner and plumber. Must be sober and industrious. Steady job. Address, Chas. A. Ireland, Ionia, Mich. 794

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. 742

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

SITUATIONS WANTED.

Wanted—A position as clerk in a grocery or general store, five years' experience. All references. Address No. 815, care Michigan Tradesman. 815

Want Ads continued on next page

Here Is a Pointer

Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Aug. 8—Rio No. 7 coffee is steadily advancing, although statisticians can be found who tell us there is no foundation for any rise and that it will not be advisable to purchase much, if any, ahead of current requirements. The quotation at this writing is 8 $\frac{3}{4}$ c, and one will have to look back a good way before he will find this exceeded. In store and afloat there are 3,311,577 bags, against 3,801,735 bags at the same time last year. Mild coffees are well sustained, but there is no great amount of business being transacted. Good Cucuta is worth 10 $\frac{3}{4}$ c.

Primary tea markets are almost all reported stronger and this will soon have its effect here in some advance. As yet there is no perceptible change. Purchasers are loath to take more than enough to meet current requirements under prevailing conditions and matters generally are drifting along about as usual.

Rice is steady. The supply is not especially large, but there is enough to meet the demand. Full quotations are maintained—prime to choice domestic, 5 $\frac{1}{2}$ @5 $\frac{3}{4}$ c.

Pepper is showing more and more activity at a recent advance and grinders are decidedly "in evidence." The article is strong, in a statistical sense, and this on the ground of short-crop reports. Other lines are steady and unchanged.

Molasses is quiet and unchanged. Good to prime centrifugal, 26@30c. Syrups are in small supply and unchanged.

In canned goods we have a very quiet market for tomatoes. The recent rains in the Peninsula have started the vines and there is now apparently no danger of a very short crop of the old love apple. For strictly standard 3's f. o. b. 67 $\frac{1}{2}$ c is the established rate and sellers are not inclined to make any concession, although buyers, on the other hand, are showing no anxiety. Futures are well held at 70c. The outlook is not by any means discouraging. Peas are quiet. Offerings are very moderate and the chances are in favor of higher quotations. Corn promises a better output or, rather, a larger one in Maine, as the rains so long wanted have finally fallen. There is no change in demand. Other goods are moving in the usual way, but, all in all, the canned goods situation shows improvement over a year ago.

Receipts of butter are falling off and last week the arrivals were behind the same week last year some 12,000 packages. Quotations are "wobbly," with creamery specials 29c; extras, 28@28 $\frac{1}{4}$ c; Western imitation creamery, 24@25c; factory, 23 $\frac{1}{4}$ @23 $\frac{1}{2}$ c.

Cheese is decidedly firm, owing, probably, to the very dry weather. Full cream, 15@16 $\frac{1}{2}$ c. The demand is moderate. The market shows little, if any, change.

Eggs show some "piling up" and this necessitates some re-arrangement in quotations except for the

very choicest. For such Western stock the range is 23@24c, with some at 25c.

SEEING IN DARKNESS.

The appointment of Raymond Brown, a blind attorney, by United States District Attorney Wise comes to many as a complete surprise; yet to those familiar with the wonderful ability of some deprived of sight there will be no doubt of his efficiency. He is a member of Harvard law class of 1910 and comes highly recommended. He has a companion who reads to him, and is an expert typewriter, using an ordinary keyboard.

His biography recalls that of Blanche Fearing, who, after being graduated at Vinton College, Ia., with the highest honors, applied for admission to the Chicago Law School. She was the only woman in the class, and her classmates, possibly questioning the ability of this slight girl to grapple with the knotty legal problems, soon found that they were kept decidedly busy looking after their own laurels. At the end of the first term she had passed the unprecedented record of having answered every question perfectly. Yet when she entered the school she was entirely ignorant of legal terms, although most of her class had done office work before and were thus in a way familiar with ordinary legal forms. Her entire work was done in the same remarkable manner, her mother being her reader and constant companion. And after being graduated she entered into active practice with flattering results, which were cut short by an early death.

Her life and the life of the young man who has just commenced point clearly to the value of concentration of purpose. Although handicapped in one direction, the owner of a strong will and a definite purpose pushes on despite the infirmity, the remaining powers being seemingly intensified to counterbalance the deficit. There will be doubters as to the wisdom of the new appointment, but those who know what this young man has done have no fears for his future. With a memory trained to retain what he has learned, he is less likely to trip at some point than those who depend upon looking up every act.

BEING NEIGHBORLY.

"The same qualities," Roosevelt affirms, "are required to make a good President as those required to make a good neighbor." And yet, while many of us could never learn to be a good President, it is a pleasure to know that some can step down from the presidential chair and be good neighbors. In fact, this is one of the real tests of greatness, and it is not surprising that Roosevelt should settle down after his interview with kings of jungle and court into just a plain American, who can cut his own firewood and help his hired man make hay.

This same neighborliness has been noted in his late rival, Bryan, who in his Nebraska home and neighborhood is loved for his personal characteristics, even although not endors-

ed politically. If there is a favor to be granted or a helping hand needed he is ready; while his wife attends the sewing bees of the common people and is one of them.

We all need neighbors at some time in life, some of us need them many times. Yet we can not expect to have them unless we show ourselves neighborly. The best neighbor not only extends the word of sympathy or cheer as needed, but is alert to the little courtesies and helps which make the life of another more pleasant, easier. If you happen to get short on sugar or eggs it is convenient to have a townsman who is willing to help you out of the tight place for a day or two, knowing that you will reciprocate if the opportunity opens.

We can not live in self, no matter how much we may try. The savage might exist in this condition, although even he had a hard time of it. But with our diverse needs, our specializations in occupation, the plan is much more difficult. Even although we discard the ethical motive, the practical life demands neighborliness. The reciprocity of nations is weak when compared with that of individuals.

THE MISSION OF SILENCE.

Silence has been called "the poet's treasure." It may be a treasure as well in the humbler walks of life. In the ordinary business world scarcely a day passes that does not furnish some instance in which it is golden. The word unspoken is harmless, but the sharp retort falls back like a poisoned arrow upon the speaker.

"Many a temporary alienation," says Lilian Whiting, "is effectively overcome by silence. Reproaches and questionings widen the gulf. Leaving it alone, taking up other interests and ideas, bridges it over." We have all had to do with unreasonable customers; those who are slighted if we do not make a fuss over them; who openly rail at the "attempted flat-tery" when we try to be courteous; who are jealous because another is waited upon first, even although he was first to arrive; who take offense at nothing and transfer their patronage to another store, only to come creeping back when a fancy comes that the other man is not doing just the fair thing.

No explanation or apology will avail in such cases for the simple reason that there is no apology due; no explanation which can be made. Your only defense is silence. Enquiries on your part would but intensify the fancied wrong. Indignation or contempt you may feel, but it is not wise to express it. There is a dignity gained by calmly refraining from an abrupt retort, even although the cause be genuine.

Silence which partakes of composure, calmness and dignity adds to the strength of him who maintains it. It appeases anger on both sides; and anger shortens life. There are times when silence but adds to the trouble. The silence which savors of stubbornness or guilt but intensifies the trouble. If you owe an explanation or apology, give it honestly; but when there is anger, lack of reason,

or perpetual fault-finding on the other side, a calm, dignified silence on your part may most quickly restore peace.

Manufacturing Matters.

Detroit—The stockholders of the Ellis Gas Engine Co. have elected a board of directors consisting of the officers of the company, William T. McGraw, President; Louis Schmeid, Vice-President; Emil W. Snyder, Secretary; Hector MacLean, Treasurer, and Louis M. Ellis, General Manager. There are thirty-three stockholders in the Ellis company.

Detroit—The Colonial Manufacturing Co. has recently incorporated for \$25,000, assuming the new title of the Colonial Garment Co., Inc. The stockholders are Cliff R. Cook, who is President; Harmon J. Hunt and May E. Davis. The completion of the new organization does not imply radical changes in methods or great expansion of the business, but merely incorporation of the privately conducted business as it has been conducted in the past.

Detroit—The General Sales Co., Central Foundry Co. and Williams Carburettor Manufacturing Co. have filed a petition in the United States Circuit Court to have the Demotcar Co. adjudicated in bankruptcy, claiming that the latter company has an indebtedness of \$100,000, owing the three petitions \$308, \$2,557.68 and \$96.10, respectively. In the absence of Judge Swan, the petition has been sent to Harlow P. Davock as referee for the appointment of the receiver.

St. Joseph—Articles of association have been filed with the County Clerk, incorporating the Jennings Back-Plaster Board Co. The company is capitalized for \$2,000. The amount subscribed and paid is \$1,050. C. D. Jennings, M. J. Beckett and J. C. Schwerdt have 35 shares each. The company is organized for the purpose of manufacturing and selling back-plaster board, a useful and convenient building article which has been used in new buildings in this city recently.

Detroit—The minor buildings of the Detroit Bridge & Steel Works on the Michigan Central Railway, south of Dearborn road, have all been completed and the work is now starting on the main building, which will be 80x200 feet. Machinery has been installed in the power, blacksmith and machine shops. The company, which was organized two years ago by Max J. L. Towler, formerly General Manager of the American Bridge Co., acquired seven and one-half acres of land at their present location. They will have a locomotive of their own to do their switching with, as well as up-to-date facilities for the bridge and structural iron work they will undertake.

BUSINESS CHANCES.

For Sale—Model bakery and lunch room, ice cream and candy business in connection. County seat town 2,000 population. Doing a good business. The neatest lunch room in the State. Stock tools and fixtures all first-class. Everything up-to-date. This is a bargain. Reason for selling, poor health. Address J. Renner, P. O. Box 238, Rockwell City, Iowa. 822

Wanted—Salesman to carry short side line of elk skin shoes, ten samples, easy sellers. Beginning September first. Niles T. Stickney, 104 W. Water St., Milwaukee, Wis. 823

Bookkeeping Without Books

Sixty thousand merchants in all parts of the United States, Canada and foreign lands are saving time, labor and money in handling their credit accounts by the use of

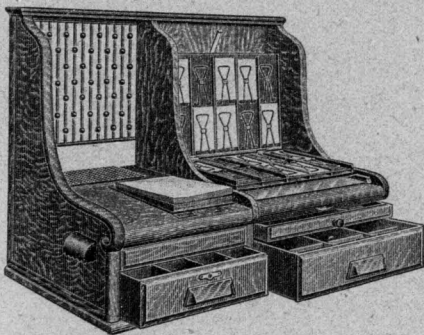
The McCaskey Account Register System

(First and Still the Best)

The McCaskey System, with one writing and in one-fourth or one-third of the time, accomplishes everything that is done by the use of day books, journals, ledgers, bills, statements, etc., and in this way saves time, labor and money. Let us refer you to some of our customers in your locality.

Information about the System is free.

THE McCASKEY REGISTER CO.
ALLIANCE, OHIO



Agencies in all Principal
Cities

Manufacturers of Duplicating
and Triplicating Sales Books
in all varieties.

Grand Rapids Office
256 Sheldon St. Citz. Phone 9645
Detroit Office
1014 Chamber of Commerce Bldg.

BOOMING

Yes, "White House" Coffee has surely reached that point of prosperity where the liveliness of its success is fairly expressed by that word—"BOOMING," which, better than any other, expresses the FACT that its splendid quality has really excited people to the point of getting right hold of the "pole" and helping the good work of personal "pull." When a coffee can interest folks to the point of figuratively erecting a statue in its honor, it MUST be pretty good stuff. THAT'S WHAT "WHITE HOUSE" HAS DONE.

Distributed at Wholesale by

Judson Grocer Co.
Grand Rapids, Mich.

As a Last Resort



a few small, unknown manufacturers of Corn Flakes, who couldn't succeed with their own brands, are packing private brands for wholesalers and certain rolled oats millers.

When these are offered to you, find out who makes them. Ten to one you never heard of the manufacturer.

Some salesmen claim that they are packed by Kellogg, and some only go so far as to say that they are "just as good as Kellogg's." Neither statement is true. Kellogg packs in his own packages only, which bears his signature.

W. K. Kellogg

KELLOGG TOASTED CORN FLAKE CO.

Battle Creek, Mich.



THE grocer really
doesn't want
to sell bulk starch.

He realizes the trouble
and loss in handling it—
scooping and weighing and
putting it in a paper bag,
to say nothing of the little
broken pieces which settle

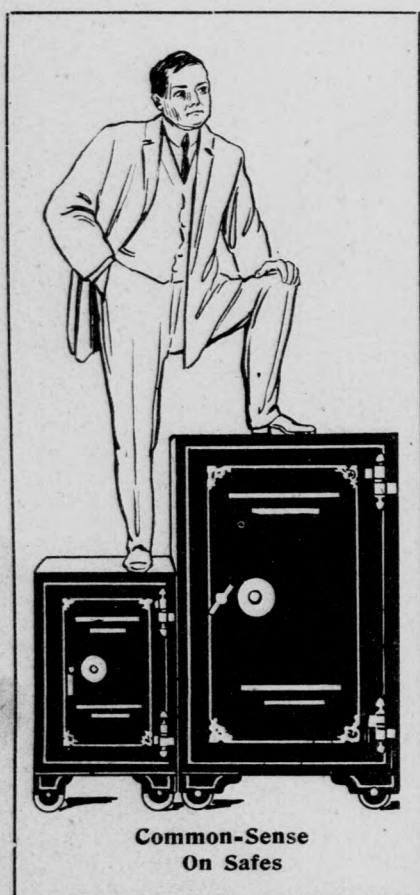
at the bottom of the bin and which he can't well serve to his customers.

But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package
to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again.
To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY
NEW YORK



A Diamond Merchant

Would not think of leaving his valuable gems in a show win-
dow over night, and yet many merchants will carelessly
leave accounts which represent much more in value than the
jeweler's show window stock, leave them lying on desks and
shelves, lock their stores and peacefully sleep while the profits
of years are destroyed.

It's Time to Wake Up, Mr. Merchant
It's Time to Buy a Safe

It's time, the right time, to stop taking unnecessary chances
with your business.

Ask Us for Prices on Safes Today

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.