

My Mother's Love



The turbulent tide of the mutable years
May bring to me pleasure, may bring to me tears;
May bring to me honor, may bring to me shame;
May lead me to infamy, lift me to fame—
It matters but little—this truth comes to me,
That whatever I am, or wherever I be;
Though crowds may applaud me, though mobs may deride
One love still is constant, whatever betide.
That constancy nothing of earth may disprove;
It beams like a star in the heavens above;
'Tis my mother's unchanging, unchangeable love.

I've seen love's relulgence beam forth on the face
With a glory and beauty no limner could trace;
I've seen its bright halo encircle the head
And its aureole flame in the glory it shed;
And yet these have faded, as fadeth the light
Of the day at the silent approaches of night,
For builded on passion and selfish in trust
The fabric dissolved to its basis, the dust.

But my mother's love beams like a tremulous star;
Its radiance guides me by pathways afar;
Howe'er I may wander, how wayward I be,
It beams as unchanging as ever on me.
A rainbow of promise it forms of her tears
Which arches the void of my prodigal years,
And spanning the course which the angels have trod
It borrows its hues from the glory of God.

A love so unselfish, so true through the years,
I'll nevermore meet down this valley of tears;
I may seek the world over but seek it in vain
For a love like the love of my mother again.
Its constancy nothing of earth has disproved;
It lives though my mother from earth is removed;
It calls like the tremulous note of a dove;
It beams like a star in the heavens above—
My mother's unchanging, unchangeable love.

Cadmus E. Crabill.

Night Over a Great City



Across the miles I watch the city lights
Burn with a myriad twinkling eyes
Like fireflies in a midnight revel mad.
No sounds I hear, no endless cries,
No grinding harsh of ceaseless traffic—all
By distance stilled. The wind that sighs
Up from the dusk whispers of deeper themes.

I think of that great scene that lies
Beneath those lights—of Death whose dreaded
touch
Falls on the foolish and the wise;
Of vengeful Hate that greets the dark with joy;
Of where black envy softly tries
To work another ill; of all the greed,
The lust for gold; base enterprise
Of sin to blacken lives; of things in brass
That men bend low to idolize;
Of broken hearts and lives, warm things for use
Some Midas feast to solemnize.

I wait to hear a curse with blasting flame
Leap from the calm untroubled skies
Where He still keeps His long eternal watch;
And then—the wild thought dies.
I think of love that shines in those dark streets
As long ago in angel guise
In Bethlehem—the deep true human love,
Glad of its all to sacrifice,
Entwining heart to heart; and then as one
Who hears a sweet distant music rise
And drown the harsher voices of the night.
So in my sight Love sanctifies
The night-wrapped city, and all the darker things
Its shining presence glorifies.

Arthur W. Peach.



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This surely is evidence of their satisfying qualities
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Pure Cider Vinegar

We guarantee our vinegar to be
absolutely pure, made from apples
and free from all artificial color-
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of every State in the Union. ❁ ❁

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A Reliable Name

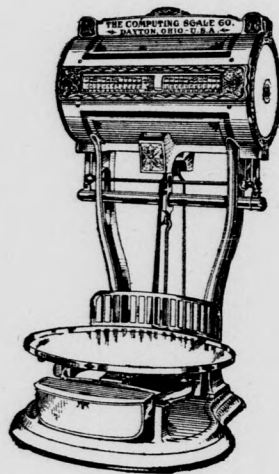
And the Yeast
Is the Same

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 computing scales, platform or otherwise, similar to this cut, are an infringement of our exclusive rights under the above named Letters Patent.

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

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

manufacturing, selling or using scales of this kind.

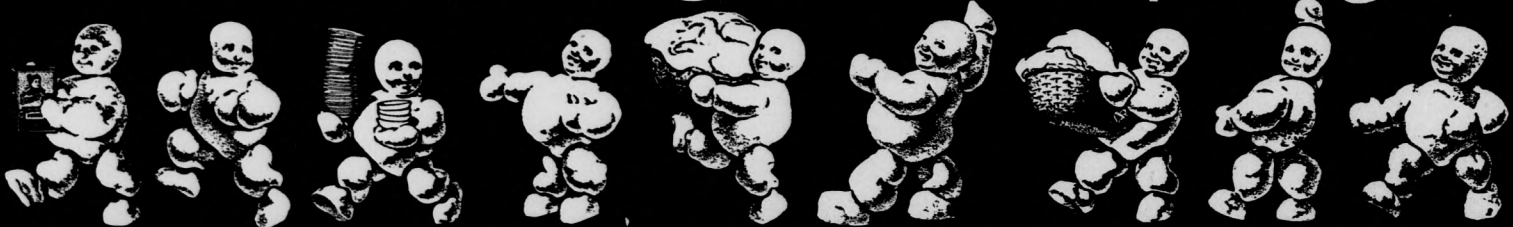
Do not become involved in expensive litigation, but buy your scales from parties having the right to make and sell such scales.

The Computing Scale Co.,

Dayton, Ohio

Moneyweight Scale Company, Chicago
Distributors

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-Eighth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 31, 1910

Number 1406

ADVERSE TRADE BALANCE.

It is rather an unsatisfactory but not an alarming fact that the balance of trade, which is generally in our favor, at least apparently, is at the present time against us, owing to the fact that during the first seven months of the current calendar year we have purchased more abroad than we have exported. It is not easy to determine the exact status of the trade balance at any one time, as many elements enter into it other than mere imports and exports. When our exports greatly exceed our imports the inference is that the trade balance is in our favor, yet it has often happened that such was not really the case, owing to the large sales of American securities in our own markets by foreign holders and the remittances to Europe of the proceeds of such sales. Then, again, there has to be added the enormous remittances of cash by foreigners residing in the United States to their relatives abroad and last, but not least, the big sums that Americans traveling in Europe annually take away with them to pay the cost of their tours.

It does not follow, however, that because the trade balance is sometimes against us that conditions are abnormal. At the same time it is wise to remember that an adverse trade balance involves the payment of the differences in gold or its equivalent, hence it is wise to study the causes of an important adverse trade balance so as to be able to guard against a recurrence.

Great Britain buys abroad very much more than she ships away, yet it does not appear that our British friends are much troubled about adverse trade balances. Their equanimity is caused, however, by the immense investments of British capital in foreign enterprises, bonds and other securities, the profits from which go far towards making good the drain due to excess of imports over exports. It is this almost universal investment of surplus British capital that makes London exchange the most convenient medium of settling balances and gives the British so big a hold on general foreign trade.

In order to correct the existing adverse balance as quickly as possible it is much to be hoped that there will be liberal exports of cotton and grain early in the fall. The cotton crop is beginning to move in a way that promises a liberal volume of exports in September. A good corn crop also promises liberal exports of that cereal, but in addition there should be heavy shipments of American manufactures, as shipments of agricultural products alone no longer suffice to maintain a proper balance. With adequate effort and less manipulation in

Wall street we ought also to be able to sell a larger amount of our securities abroad than has been the rule heretofore, owing to the suspicion which has attached to our financial methods in the minds of foreign investors.

ROOSEVELT'S RETREAT.

That there is political dissatisfaction in the higher ranks has been for some time plain to the masses, and the defeat of Roosevelt's candidate probably came not as a surprise to any one. Yet it may be that the breach is larger than was anticipated, and if the rushing leader is to be given a place in the background it will scarcely be through a fault of his own.

When we recall how he came to get the presidency the first time, there is little wonder that the same parties who gave him the honor that he might be eliminated from the field of active work should now be eager to again place him in the background. It was certainly a fine thing to do with a rival—place him where he was a mere figurehead—but when the assassination of McKinley promoted him to the Nation's first place and gave him power over these same parties who had secured for him the Vice-Presidency to get rid of him—this was entirely another matter.

With his characteristic push and energy they may find him more difficult to down effectually now. Yet the power is vested in the man who is in. He has the advantage at almost every side. Public favor is with him, public money may be, often is with the man in office. He can tour the country from one end to the other at no expense to himself. And whether this be nominally a tour of inspection or a plain electioneering scheme, he attracts the crowds at small personal expense.

The same principle may be seen in every town every day of the year. The exposure of graft on a big scale brings out the petty grafters in force; yet sometimes the wounded lion recovers and fights the more fiercely. A man of strong convictions, and as many believe of strong principles, is not always downed, even although he has not the cloak of present incumbency to shield him.

THE BREATHING SPELL.

Almost any one can increase his breathing capacity anywhere from one to two-thirds. What does this mean? That we are only using a very small part of our lungs. You all know the result of allowing any member to fall into even partial disuse. It loses its capacity for doing the work originally intended. If we only use a portion of the lung the remainder soon wastes away, and we

become hollow chested and easy victims of pulmonary trouble.

More, the blood is not sufficiently supplied with oxygen. The human temple was originally symmetrical in its proportions. Each member was designed to do its part in the mutual support. If we weaken one of the main props we have laid the sure foundation for early decay.

Regular breathing exercises every morning will yield rich returns on the time invested. Have the room well ventilated, and make them as much a morning duty as the regular ablution. You will feel enough better during the day, will be better able to resist colds and the practice will eventually build up even a much worn-down system.

Take time through the day to breathe deep and full. Even although you do practice the morning exercises faithfully, if careless during the rest of the day the work is less effective. Keep the shoulders well back and breathe deep and full. Make up your mind that you are going to use your entire lungs in future instead of only a part of them. Develop the full chest. You will be able to step more firmly, to think more clearly, to work more effectively and to live more enjoyably.

THE "DON'T KNOW" CLERK.

We meet him every once in a while, the clerk who says plainly in manner if not in words that he does not wish to be taken for an information bureau. He forgets that the simple word in reply may save the enquirer weary and possibly useless steps. He is behind the counter to sell goods—that is all.

If his mission ends at this point it had much better never have been undertaken along mercantile lines. The spirit of accommodation should beset every step of the way to render it successful. And the one who can make his services the most varied and valuable to the consumer, as well as to the employer, is the one who deserves an increase of salary.

Not only should he know the facts connected with his business, but every bit of outside information which may be asked for will be duly credited in his favor at some future time. What if it does take a minute to start a stranger on the nearest way to the Park. He will be back some day. It not, some of his friends will, and they will remember you, at least it you have been uncivil. The plan of answering, "I don't know," is a bad habit which leads to unending complications.

Everything which you do is an asset. Let it be apparent to all that you have it in your possession—that is, if occasion calls for its use. The more general a knowledge you have of

your own town, its conditions and prospects, the better are you equipped for work. It takes more than the ability to read the price mark on goods to be successful; more than a capacity to weigh sugar and tea. The knowledge of the sugar prospects for another season or how tea is prepared may be of advantage. At least know the common things in your own neighborhood and do not be afraid to tell them. The "I don't know" subterfuge may save steps in the present while it loses friends for the future.

The remarkable development of the electric railway business in the past sixteen years is shown by statistics just compiled by the New York State Street Railway Association. The report gives the total trackage in the State as 4,000 miles or considerably more than would be required to connect New York with San Francisco. Ten systems that alone carry passengers over 2,000 miles are placed in contrast with sixty-six scattered lines of less than ten miles each which, in 1884, made up four-fifths of the entire trackage. On the basis of the figures contained in the report it is asserted by trolley men that the people of New York can travel farther and more expeditiously than those in any other section of the country. The figures are interesting enough, but they only suggest the most important features of the growth of the business, the bringing of country and city into closer touch and the more frequent and comfortable service afforded all over the State.

Cuba has the usual trouble of governments that develop statesmen faster than profitable places can be found for them. At the election this fall a decided effort will be made to abolish the government lottery and elect men who will assure the solvency of the republic by economy rather than by this doubtful means. It seems that the result of the lottery has been great poverty on the part of the workingmen of the Island, all of them spending everything they can earn on the tickets. Children are without clothing and proper food. If this eighteenth century scheme for raising public revenue should fail Cuba may be compelled to adopt modern financial methods. It would be an advantage to the citizens if such a result should follow the coming election, but many who make politics a business will oppose it because the effect would be to reduce their opportunity for personal profit.

It is easy to love truth ardently when its edge is toward your adversary.

It takes more than polishing to make men shine.

HUMAN POWER.

Why Many Business Men Are Going Down Hill.

Written for the Tradesman.

Human power—what is it? Is there a single human being on this earth who knows his power? There are mighty sympathetic attractions between man and man, yet few men know the power behind them. Many men are very active and they are leading thousands of minds toward the gardens that grow power, but they themselves do not quite understand the organization in and around them.

We are saturated with the elements of Nature, just the same as the world itself, but we seem to be as ignorant of the creative force as is the earth.

Power is what we all need and must have. The man who understands himself is nearer the force which we all are seeking than the ones who have lost faith in themselves.

It may be well that we do not understand just what human power is. If some of us knew we would overpower the remainder. It seems that Nature is not ready to reveal her power to mankind; that is, the power she has stored away to be used through the human mind.

Just enough human power has been revealed to man that he may mold and shape his character, and that is all. Nature is wise enough not to allow the individual at this period of development to go much farther than his own camping grounds, but the time will arrive when we will be fully developed. Then we will be allowed to use all power and to accomplish a great work in the garden which Nature placed here for us to cultivate.

We ought to prize events and the possessions we already have. We ought to dig deep down for more of the fine minerals we have found on the surface. We ought to cultivate our minds and educate the multitude as to what we have found in the way of human power.

We have many valuable minds that have achieved many wonderful things and Nature came very near giving them still more power, but just as soon as these men learned what they really found, they—most of them—began to grow selfish and wanted to claim it all for themselves. For that reason they lost their power and almost everything else that they had found.

There is a great lesson to be learned in this thought for the business men of the world. Every business man is seeking power. He wants all of the power he can cultivate. He knows that he can mold and shape his affairs to his own liking if he can continue to attract the necessary power, but, as we have said before, no man knows what human power is any more than we know what electricity is, and for that reason thousands of business men are going down hill instead of growing into beauty.

Business is a constitutional occupation which is necessary. The whole world with all of her people are depending upon it. If this is true—and it surely is—we ought to try to

learn more about the power back of this wonderful thing known as business.

There is but very little use for any man to start out to play with this—we will call it a game—of business, unless he knows at least his A, B, C's about the power that is in and around him.

Business is surely a game. We are convinced that all men take a chance when they enter into the business world.

Now, again, what is the greatest obstacle in our way when we enter the field of business? Is it not our ignorance of the power the human mind has at its command?

The force of capital and the force of the arm—which we will call labor—has very little to do with the power necessary to keep business in a sound and healthy state. Money

They are failing for no other reason than that they think that they can buy themselves out of any and all trouble they may run into, but the power which is in control of mankind and this universe will never harmonize business until these things work in harmony for all mankind.

When money—the power in business—wakes up to the fact that it must not allow itself to fall into the hands of a few, the power back of man will again come out and do something.

The time will arrive when the power behind the mind of man will be everybody's secret and everybody's discovery. It will reveal itself to the whole world about the same time. When this time arrives we will have universal peace and business will always be prosperous year in and year out for all time to come.

who are depending upon us, but remember, if we ever expect to attract powers that have never made themselves known as yet, we must go about this work in the interest of all mankind.

Our minds are making estates as fast as the sun makes clouds and these possessions will stay with us just as long as we are in harmony with them. On the other hand, the clouds will burst into thousands of pieces if we are not careful with the power behind us.

Edward Miller, Jr.

True Standards of Life.

It takes so long to learn how to live; so long to get even a glimmering of what life is for and what we ought to do with ours. We are so prone to live in the future, to fret ourselves about it. We are so busy yearning for joys we imagine other people have, and worrying about the trouble we imagine we are having, that we make of the present—the thing we are sure of—an endless regret.

And of all the follies, the limit is to permit some one else to make our standards for us. Haven't we intelligence? Can't we think for ourselves? To want things we don't need, many we do not really care for, just because some one else has them and wouldn't understand if we did not have them!

To struggle and strain to make a show, when all the neighbors know it is only a show, and would respect us a heap more if we had the courage to be ourselves! Death's standards ought to be life's standards. Death does not ask how big a house we hail from, nor how many university degrees we have won, nor what is our bank account. Not what we have, nor what we know, but what we are. And that is our measure of everybody but ourselves.

Erman J. Ridgway.

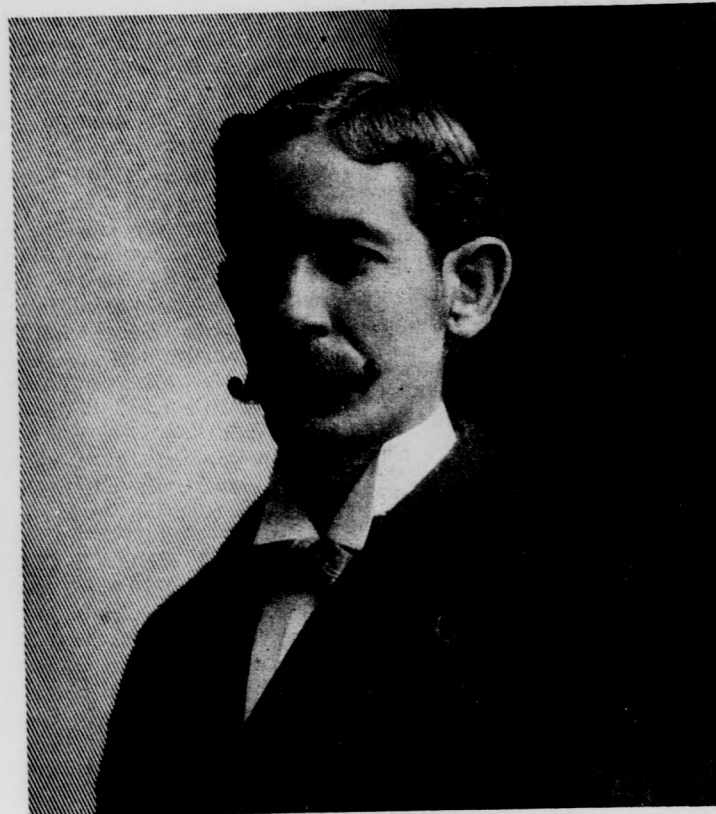
New Account File.

S. H. Dodson, who has covered this territory for the McCaskey Register Co. for the past three years, has formed a copartnership with M. C. Cummings and Orson G. Burch under the style of the Rapid Account Register Co. to engage in the manufacture of an account file which Mr. Dodson has invented. The factory is located at 330 Canal street, corner Newberry. The file will be made to carry 100, 200, 300, 400 and 420 accounts and will be sold at a reasonable price. Mr. Dodson will have entire charge of the selling department and will undertake to call on the trade the same as he has heretofore.

State Everything Honestly.

Make those dealing with you feel that whatever you offer them is just as represented; not practically as represented, but exactly. There must be no working around a questionable point. The letter of the law does not answer the purpose.

It would be a short-lived success, one that stepped on the heels of failure, which you would gain by deceiving patrons through keeping silent when they purchased goods unadvantageously.—Farm Machinery.



Edward Miller, Jr.

can and will buy most anything that labor produces; but, again, what is the power behind the arm as well as the mind? It is a good thing for business, which we have said is necessary, that the arm of man, which we have named labor, does not know its power right at this moment. Nature will not let the arm of man know its power until the mind can control it.

Since it is a fact that business is a necessary occupation and that our greatest minds are trying to control it, we think these men ought to stop long enough to realize that while they are doing a great work there is a powerful principle yet to be uncovered.

Our greatest business men are losing their power instead of gaining more. Why do we say this? Because they are having trouble on all sides. They have fallen into a rut and that rut is in the money bag.

This is looking far into the future. What can we do for ourselves today? is the question that is on our minds.

We have everything before us. We have everything to gain and nothing to lose. No man needs to lose anything. All he needs is for him to realize that his mind is just as great as any other mind and that he can, at this very moment, attract the power necessary for him to make a success NOW.

What we wish to do is to inspire our readers with the thought of faith in themselves and try to drive selfishness out of them.

The thought of selfishness must be killed in the minds of all humanity before very much can be done for the individuals who work for the necessities of life, which we all need and must have.

Let us seek the power back of our own lives first. Let us learn how to control it for the benefit of those

Tea Ready For Shipment



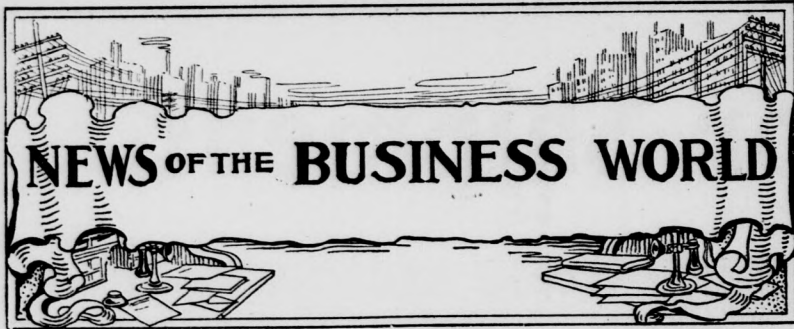
THE same this year as last and the same next year and the year after. Packed expressly for us to *match our high grade standards.*

Our teas are our trade getters and trade builders. Their uniformity is a safeguard to your tea business and a guarantee of the continual satisfaction of your tea customers. The new teas are being packed and made ready for shipment. Some have already arrived, other grades will arrive soon.

WORDEN GROCCER COMPANY

Grand Rapids, Michigan

The Prompt Shippers



Movements of Merchants.

Hersey—L. Warner will open a feed store here shortly.

Walton — Charles Sonnabend has opened a restaurant here.

Elk Rapids — F. A. Deome has opened a cigar store here.

Hudsonville—H. Yonger succeeds S. E. Morrill in general trade.

Fountain—Victor Chancellor succeeds Hogue & Dostie in the meat business.

Bath—A bank has been opened here under the style of the People's Bank of Bath.

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

Rose City — Duane Parker has opened a bazaar and confectionery store here.

Detroit—The Talbot Coal Co. has increased its capitalization from \$10,000 to \$25,000.

Park Lake—Benj. Meekhof succeeds William Schripsema in the grocery business.

Ishpeming—The A. W. Myers Mercantile Co. has increased its capital stock from \$66,000 to \$75,000.

Sears—George W. Delamarter has moved his stock of general merchandise into his new store building.

Calumet — The Carlton Hardware Co. will erect a new warehouse in the yards of the Copper Range Railroad.

Houghton—E. R. Hixson is erecting a store in East Houghton and will locate a branch of his grocery store there.

Big Rapids—Morris & Lindblom is the name of the new firm who have engaged in the clothing business here.

Manton—David Callin has closed out his general stock and will engage in a similar business at Oshkosh, Wis.

Maple Rapids—LeRoy Hastings has sold his interest in the ice cream business of Hastings & Payne to Lester Tyler.

Holland — Mrs. E. E. Englemann has sold her stock of millinery to Mrs. C. W. Ladd, who took immediate possession.

Belding—E. J. Pierce is closing out his stock of groceries preparatory to taking a position as traveling salesman for specialty lines.

Sturgis—Frank Classen and Maurice Sager have formed a copartnership and will engage in the hardware business here shortly.

Dighton—W. A. Wyman has sold his interest in the Farmers and Merchants Bank of Dighton to Frederick J. Johnson, of this place. Mr. Wyman will devote his entire time to the Bank of McBain, of which he is President.

Charlotte—W. K. Proud has opened a dry goods store here, with W. C. Sackett, recently of Vermontville, as head salesman.

Dighton—Eastway & Dean have purchased the grain elevator and will continue the business under the style of the Dighton Grain Co.

Saginaw—C. H. Stevens has sold his stock of stationery and fixtures to the J. E. Anderson Co., which will consolidate it with its own.

Onaway—George A. Surbrook and J. M. Merchant have formed a copartnership and purchased the carpet and rug stock of Mr. Holingshead.

Decatur—The building containing the general stock of A. Van Den Berg was blown down during a heavy storm this week and the entire stock damaged.

Plainwell—E. C. Hambleton & Son will move their shoe stock into the brick store owned by J. D. Wagner, recently occupied by W. J. McKellar's bakery.

Greenville—T. B. Inkley has sold his interest in the shoe stock of Inkley & Wyckoff to Glenn Smith and the business will be continued under the style of Wyckoff & Smith.

Sturgis — A. Jacobs and W. F. Adams have formed a copartnership, under the style of Jacobs & Adams, to engage in the wholesale and retail produce and grain business.

Marshall—A. H. Cathcart, who has conducted a jewelry store here since 1865, is closing out his stock and will retire from business, owing to ill health.

Alma—Mrs. Eli Oswald has sold her stock of bazaar goods to O. A. Wood, who will continue the business under the style of the New York Racket Store.

Britton—A new bank has been opened under the style of the Britton State Savings Bank, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Newaygo—Chatterton & Son, produce dealers of Mt. Pleasant, have opened a warehouse here under the management of Charles B. Ervin, recently of McBain.

Alma—Miller Bros. have purchased the shoe stock of Joshua L. Miller and will consolidate it with their grocery stock, also adding a line of dry goods and notions.

Detroit—C. S. Fenwick and Otto C. Froman have formed a copartnership and engaged in the clothing business at 212 Woodward avenue under the style of the Fabric and Fashion Shop.

Lansing—Charles A. Creyts has sold his stock of clothing and men's

furnishings to Joseph and Simson Beck, who will continue the business at the same location under the style of Beck Bros.

Detroit—The Royal Shoe 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 paid in in cash.

Marlette—The East Blue Bird Mining Co., Ltd., is the name of a new company which has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in cash.

Detroit—A new company has been organized to deal in boots and shoes under the style of the Reid-Moore Co., with an authorized capital stock of \$4,000, of which \$2,500 has been subscribed and paid in in cash.

Jackson—Willis E. Shelden, for the past nine years Secretary and Manager of the grain department of the Stockbridge Elevator Co., has resigned his position and will engage in the carlot grain business for himself.

Bad Axe—The Farmers Elevator & Produce Co. has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and \$10,000 paid in in cash. The business office is located at Crosswell.

Detroit—A new company has been organized under the style of the Eureka Vacuum Cleaner Co., with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed, \$1,000 being paid in in cash and \$4,000 in property.

Menominee—A new company has been organized under the style of the Oshinsky Bros. Co. to engage in the general merchandise business, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Kalamazoo — Gilmore Brothers have merged their business into a department store under the same style. The company has an authorized capital stock of \$400,000, of which \$300,000 has been subscribed, \$4,523.56 being paid in in cash and \$295,476.44 in property.

Pt. Huron—The Wright & Wesley Woodenware Co. will embark in business in Detroit. This concern has had a rapid growth since 1902 and will reach into all sections of the State for trade. The business at 407 Water street will be continued. John Parker has become associated with the company and will assist J. H. Wright in the management.

Manufacturing Matters.

Eaton Rapids—F. W. Corbett, recently of Jonesville, has opened a cigar factory here.

Battle Creek—The capital stock of the John F. Corl Piano Co. has been increased from \$100,000 to \$200,000.

Detroit—The capital stock of the Detroit Injector & Brass Manufacturing Co. has been increased from \$2,500 to \$40,000.

Cadillac—J. S. Agar, of Detroit, has taken the position of salesmanager of the Cummer Manufacturing Co. For some years he has held a position with the Cadillac Refining & Manufacturing Co., of Buffalo.

Wolverine—The Bon Ton Manufacturing Co., organized to manufacture adjustable piano benches, has commenced work on the foundation of its main building.

Detroit—The Wolverine Dry Color Co. has engaged in business with an authorized capitalization of \$50,000, of which \$26,000 has been subscribed and \$5,000 paid in in cash.

Detroit — The Universal Motor Truck Co. has been organized with an authorized capital stock of \$350,000, of which \$180,000 has been subscribed and \$90,000 paid in in cash.

Detroit—The Whitney Motor Car Co. has been incorporated with an authorized capitalization of \$150,000, of which \$80,070 has been subscribed, \$70 being paid in in cash and \$80,000 in property.

Detroit—The Corona Co. has engaged in business to manufacture, sell and deal in candy, ice cream, soda waters, etc., with an authorized capital stock of \$20,000, of which \$10,400 has been subscribed and \$2,000 paid in in cash.

Fennville—The Sanocide Spray Co., recently organized for the manufacture of a lime and sulphur solution for spraying fruit trees, will commence operating their plant about Oct. 15 under the management of E. W. Rakestraw.

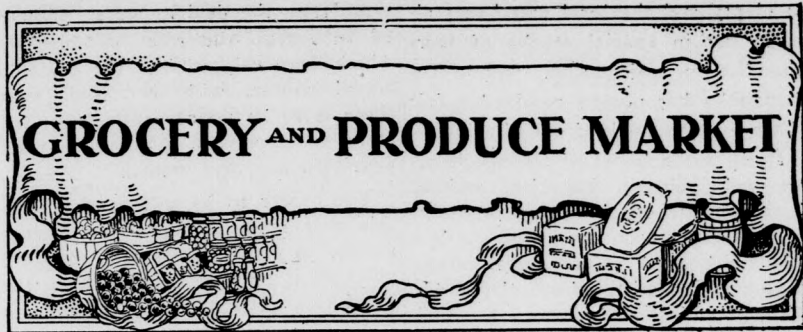
Cadillac — The Michigan Rubber Co. has been incorporated to engage in the manufacture and sale of mechanical rubber goods with an authorized capital stock of \$1,000, of which \$500 has been subscribed and \$250 paid in in cash.

Flint—The Flint Body Co., manufacturer of vehicle bodies and parts, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000 all of which has been subscribed and paid in in property.

Detroit—The State Manufacturing Co. has engaged in business to manufacture and sell carburetors, mufflers and metal specialties, with an authorized capital stock of \$15,000, of which \$12,020 has been subscribed and \$12,000 paid in in property.

Owosso—The Alma Sugar Co. has openly declared war on the Owosso Sugar Co. and has purchased land north of this city and begun the erection of a weighing station. The Mt. Clemens company already has one in this territory and the new one will make three within a radius of half a mile. Previous to one year ago all three companies had an unwritten agreement to refrain from soliciting acreage in each other's territory, but a falling out occurred and a three-cornered fight has resulted, with each company fighting for business in the others' territory.

A little town in Massachusetts has hit upon a new expedient for preventing auto speeding. All other plans having failed, the authorities have decided to erect scarecrows representing policemen at intervals along the way. If the scarecrows by the roadside look any more frightful than some of the scarecrows in the automobiles, they should have the desired effect.



The Produce Market.

Apples—Fall varieties command \$1 @1.25 per bu.

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

Beets—30c per doz. bunches for new.

Butter—The market is very active on all grades. The receipts are showing better quality and the improvement is likely to continue. The make of butter is not quite up to normal for the season and the consumption is large. A continued good consumptive demand, accompanied by comparatively high prices, is the outlook. Local handlers quote creamery at 31c for tubs and 31½c for prints; dairy ranges from 19@20c for packing stock to 22@24c for No. 1.

Cabbage — Louisville, \$1.50 per crate; home grown, 75c per doz.

Cantaloupe — Colorado Rockfords fetch \$2.50 for standard and \$2 for ponies; Michigan osage, \$1.75@2; Indiana gems, 60c per basket.

Cauliflower—\$1.25 per doz.

Carrots—60c per bu.

Celery—20c for home grown.

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

Cucumbers—30c per doz.

Eggs—The receipts of fresh eggs have fallen off considerably, and the consumptive demand is still good. The result is an advance of 1@2c per dozen during the week. The eggs arriving now are showing less heat and yield a larger percentage of fine eggs. At the present writing the market is healthy at prevailing prices. Local dealers are paying 18@19c f. o. b. shipping point, holding candled at 21 @22c.

Green Peppers—\$1.50 per bu. for home grown.

Honey—15c per lb. for white clover and 12c for dark.

Lemons—Messinas, \$6@6.25; Californias, \$6.50@6.75 per box.

Lettuce—\$1 per bu. for head and 75c per bu. for leaf.

Onions—Spanish, \$1.25 per crate; Louisville, \$1.25 per sack; home grown, \$1.50 per bu.

Oranges—Late Valencias are quoted as follows: 96s and 288s, \$4.25; 126s and 250s, \$4.50; 150s, \$4.75; 176s, 200s and 226s, \$5.

Peaches—Early Crawfords, \$1.50@2; Engles, \$1.40@1.65; good canning stock, \$1.25@1.50. The trees are heavily loaded and the crop is fine in quality.

Pears — \$1.50 per bu. for home grown.

Pieplant—75c for 40 lb. box.

Plums — Green Gages, Bradshaws and other varieties now in market bring \$1.75@1.90.

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

Potatoes — Virginia stock commands \$2.75 per bbl.; 90c per bu. for home grown.

Poultry—Local dealers pay 11c for hens; 12c for springs; 7c for old roosters; 11c for ducks; 6c for geese and 12c for turkeys.

Radishes..12c for long and 10c for round.

Spinach—65c per bu.

Sweet Potatoes—\$3.25 for Virginias and \$4.75 for Jerseys.

Tomatoes—60c per ½ bu.

Veal—Dealers pay 6@7c for poor and thin; 8@9c for fair to good; 9@10c for good white kidney; 11½c for fancy.

Wax Beans—\$1.50 per bu.

Watermelons — Georgia command \$2.50 per bbl. for 8, 10 or 12.

Houghton—The Fennia Manufacturing Co., a Hancock corporation which was recently organized for the purpose of manufacturing a new dial level, the invention of Joseph Ostman, and other novelties, expects to apply soon to the Houghton Village Council for encouragement in procuring a site along the lake front of this place for the erection of a factory. It will want not less than an acre. The Fennia company is capitalized at \$50,000 and has the money with which to conduct its proposed operations. In addition to the newly patented dial level Mr. Ostman has applied for patents on other inventions, such as a safety device for sewing machines, a patent wall paper hanger and a contrivance to prevent damage after blowing out gas.

Lansing—The Beck Power Sprayer Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed, \$350 being paid in in cash and \$2,500 in property.

G. Tuinhof has engaged in the grocery business at 42 Clyde Park avenue. The Rademaker-Dooge Grocer Co. furnished the stock.

A. Hickman has engaged in the grocery business at Cobmoosa. The Judson Grocer Co. furnished the stock.

William Judson and wife are spending a few days at Manistee as the guest of William Baker and family.

He came to the Home-Coming with a dollar bill and a clean shirt. He didn't change either while here.

The Wolverine Brass Works has increased its capital stock from \$400,000 to \$500,000.

The Grocery Market.

Sugar—Refined is unchanged for the week, but well maintained. The scarcity of softs, due to the refiners' strike, is moderating somewhat, as the strike is weakening. The consumptive demand for sugar is good.

Tea—Dealers in this country refuse to advance their quotations to the much higher basis ruling in the Orient. Between the primary and the secondary market there is a difference of about 10 per cent. The demand on this side is so light that prices are ruling decidedly lower than holders like. A better business is expected in September.

Coffee — The option market still continues to climb and wholesalers and jobbers are again compelled to advance their prices. Reports from Brazil still state that the crop will be much smaller than last season and that all stocks are firmly held. Bids slightly under offers bring no acceptances, traders refusing to do business except at full prices. The demand at this time is about normal for the time of year, but it is expected to increase from now on.

Canned Fish—The entire line of canned salmon is much higher than last season and it is still very hard to get supplies in many of the grades, even at the advanced prices. Estimates are being made on the 1910 pack, which is said to be less than a year ago in many of the grades. A few of the packers have announced prices on the 1910 pack of Sockeye, which are much above opening prices last season. There is nothing new to report about sardines except that the catch is small, which has been the case all season. The demand for salt fish is increasing and the supply that is coming forward at this time is very good.

Canned Fruits — Apples can be bought new-packed at \$2.75 for New York State gallons, old goods on spot being somewhat higher than that. Eastern peaches are unchanged and in good demand. California canned goods are selling very moderately and at unchanged prices. Small Baltimore canned goods are unchanged on the last reported basis.

Canned Vegetables—Tomatoes are not quite as firm as some time ago, but it is a little early as yet to tell just what the pack will be. The demand at this time is very good on the whole line, as the supply of green vegetables has been very small, but is a little larger this week than for some time past. There is quite an interest shown in peas and corn at this time in regard to the size of the pack. It is reported by many that the pea pack will be 40 per cent. short of the usual pack, especially in the fancy grades. Corn is also very firm in futures as well as spot goods.

Dried Fruits—The market for 1910 crop of California prunes is still advancing and is now firm on the basis of 5c f. o. b. coast in bags for the four sizes. It is learned, however, that some of the Western jobbers who bought early at prices ranging from 3¼@4½c f. o. b. coast bag basis are offering to resell their contracts to less fortunate Eastern dealers at something under 5c coast. The mar-

ket for peaches is firm on the basis of the higher prices, and the tendency is still upward. In apricots the market has a strong tone, and there is more or less export demand. California seeded raisins still show an advancing tendency, due to confirmation of shortage in the current crop, a close clean-up of old goods on the coast and an increasing demand from Eastern markets. For September-October 6½c is an inside quotation on fancy, and some packers are demanding 6¼c. On the spot there have been quite a few sales recently of unbleached Sultanas and Thompson's seedless at full prices, and as a result of stronger advances from the coast the tendency of prices on these is upward. Currants appear to be in a strong position here and are advancing on the other side, cables from Greece quoting an advance to 23s. 6d. in the price of fine uncleaned Amalias in barrels or boxes for shipment. Buyers who placed contracts early at low prices are said to be fearful that shippers will be unable to deliver, and as they have in turn made sales based on these comparatively low priced contracts they are becoming nervous. New crop Smyrna figs for late September or early October arrival are firmly held.

Cheese—The consumptive demand has been curtailed by the recent advances. The production is about normal and the market is steady on the present basis and is likely to remain so for a short time at least.

Syrups and Molasses—Corn syrup is unchanged. Compound syrup is dull and without change in price. Sugar syrup is fairly active at ruling prices. Molasses is dull and unchanged.

Provisions—The recent decline in smoked meats has not stimulated the demand to any large extent, and the consumptive demand is only fair, with stocks ample. Pure lard is firm at about ½c per pound advance. The consumptive demand, as usual at this season, is very good. Compound lard is still very firm and stocks are light. Quotations have been advanced another ¼c during the week. Barrel pork is only in fair demand and the market is barely steady. Dried beef and canned meats are in seasonable decline.

Fish—Cod, hake and haddock are maintained on the previously reported high basis. Salmon of all grades is in moderate demand but firm and high. New prices on Alaska were named during the week on a basis 5 @20c higher than last year. Domestic sardines have advanced to \$2.85 for quarter oils, f. o. b. Eastport, with some holders asking \$3. Scarcity of fish is the strengthening cause, although there is still time to make up the deficit if the fish runs. Imported sardines are unchanged and quiet. Norway mackerel have been ruling at very high prices. Irish mackerel are about unchanged. The situation in shores is somewhat better, as more fish are being caught, but they are mostly being sold fresh.

Charlotte—The Hancock Manufacturing Co., manufacturer of lubricators, has increased its capital stock from \$30,000 to \$100,000.

INDIANA ITEMS.

Business News From the Hoosier State.

South Bend—At a recent meeting of the stockholders the name of the clothing store of the Ettinger-Steed-Johnson Co. was changed to the Ettinger-Johnson Co. The change was brought about through the retirement recently of C. B. Steed. Felix Ettinger will continue as President and Treasurer. John A. Johnson will continue as Vice-President. The management of the store will remain as in the past, Mr. Ettinger being the buyer.

Wabash—The Wabash Canning Co. began its pack of tomatoes and corn Aug. 26 for the season of 1910 and it expects to be busy throughout the remainder of the year, unusually so because they have added other articles to their canning list. The crop of tomatoes will be about the average for this part of the State. The dry weather has not damaged it very much unless there should be a very early frost. The vines are full of large, solid green ones of the very best quality and the pack this year will demand the highest market price. Some corn is now being canned, but in required quantities will be ready for delivery the first of next week and the crop is about the average while the quality is fine, and there will be corn to pack this year until frost stops the crop, which will be something unusual.

Princeton—The Princeton Canning plant opened Monday with a force of about one hundred people, and will run at full force for several months. Tomatoes will be worked on first, and the outlook is for a production that will enable thousands of cans of tomatoes to be put up and marketed from here. C. F. Ruschaupt, of Indianapolis, is manager of the plant.

Muncie—The Business Men's Association will give a pure food show here early in October, and is now making preliminary preparations for it. It is designed to exhibit at that time the various articles of food manufactured in this city with a view of increasing the consumption of them in the local market. Similar exhibits will be held all over the State by various local business men's associations.

South Bend—The South Bend Lumber Co., composed of J. W. Martin and William Eckman, which recently purchased the Phillips Kibler sawmill site at Cassopolis, will proceed at once to build a new mill on the site of the one burned in April, utilizing such of the material as was not destroyed by fire. The company has purchased a large amount of timber in the vicinity of their plant which will be manufactured into lumber at the new mill.

Berne—Joseph Stuckey has sold his interest in the Central grocery to Orva Smith, who with his father-in-law, Ed. Heller, will constitute the firm of Heller & Smith.

Auburn—This city is again to have its annual fall festival this year, the dates being October 5, 6 and 7. Dr. C. S. Stewart, Secretary of the Association, has sent out the premium

lists, which include \$3,000 in premiums to the farmers who bring their products in for exhibition. The Auburn fall festival has always been a big success and no doubt will be a greater one this year. There is no charge of entry fees.

Danville—The Cowle Window Co. has brought suit against four Danville men to collect subscriptions to the bonus given the company to locate its plant here. In the meantime work on the buildings for the new plant is being pushed and they will be ready for occupancy within the next two weeks.

Decatur—Charles J. Voglewede has been appointed receiver for the Decatur Packing Co.

Eddy—James, Gerren & Strang, who conducted a general store at this place, have gone out of business. E. Fiantt has leased the store room and part of the basement occupied by the firm to E. E. Mory, of South Milford. Mr. Mory takes possession at once and will put in a general line of merchandise. E. Fiantt will also move back to Eddy.

Berne—Hiram Sprunger has sold his meat market to Amos Ellenberger.

Hammond—David Hirsch has sold his clothing stock to H. Hellerman.

Camden—The Farmers' Grain & Supply Co. has been incorporated with a capital stock of \$10,000.

Gary—The Gary Furniture Co. has been incorporated with a capital stock of \$10,000.

Anderson—Reece Clark has engaged in the grocery business.

Indiana Harbor—F. M. Bowser has opened a grocery store.

Oakland City—Galligan, Kell & Powers have arranged to open a new dry goods store.

Bloomfield—S. D. Vancil has sold his grocery store to Samuel Moore.

Vincennes—William Brown has engaged in the shoe business.

Owensville—Murphy & Smitler have opened a new meat market.

Indianapolis—A trip to "Egypt" is next on the calendar of the Indianapolis Trade Association. A special train on the Illinois Central Railroad has already been chartered and no boats will be needed, as this particular "Egypt" is just across the State line in Illinois. Every traveling man knows that "Egypt" is in the southern part of the Sucker State.

This will be the most pretentious trade extension trip yet undertaken by the Indianapolis jobbers and manufacturers. Five days will be spent during the first week of October in visiting forty-seven cities and towns, and the business men will live on their own special train during the entire trip. The Indianapolis News Newsboys' Band will accompany the excursion as usual and will give the residents of the Illinois cities a sample of Hoosier-made music. The siren voice that is calling the jobbers across the border line comes from the extensive corn fields in that territory. All reports indicate a bumper crop, and jobbers and manufacturers know what that condition means. When crops are poor in "Egypt" they are very, very poor, but when crops are good in "Egypt" there is money

in plenty and the local merchants always lay in special stocks of merchandise in anticipation. While Indianapolis has always received a fair share of the trade from that territory, it is the belief of the wholesalers and jobbers, that by making friendly calls on the merchants early in October, many more orders may be booked. For several weeks a special committee from the trade extension division has been at work on a schedule. Traveling salesmen who have "covered" that territory for many years have been called into conference and have given much valuable assistance. The cities and towns to be visited were selected, the length of time to be spent in each was determined and now the railroad men are working out the running time. Through the officials of the Indianapolis Southern Railroad promises have been made by the Illinois Central and the Pullman companies to provide special equipment for the trip. A baggage car will carry advertising matter, souvenirs and any special equipment that is to be taken. One of the modern large-sized dining cars has been designated and if the crowd warrants a second will be provided. There are four sleeping cars, one of which will be a combination sleeper, library and observation car. In addition a new day coach will be carried as a general smoking and lounging car. The Committee in charge decided that it would be far more satisfactory to eat and sleep on the train than to take chances in the hotels of some towns which might not be able to provide adequate accommodations. It has been decided that the Association shall make up its own bill of fare. Considerable time will be saved during the five days by reason of the fact that meals will be served while the train is running from one town to another. It will not, however, be necessary for the train to run at night, and this will mean more comfort in sleeping. Sullivan will be the only Indiana town at which a stop will be made.

Propose To Protect the People From Bad Oysters.

Indianapolis, Aug. 30—Next month, when the "r" re-enters the calendar, the oyster, by all precedent, will re-enter the printed lists of good things to eat at the restaurants. In anticipation of his coming the State Board of Health has been making some preparations by which the oyster will be compelled to prove that he is fit to associate with the other "officially-inspected-and-passed" good things in the menu. In other words, he will be compelled, on crossing the State line, to present a clean bill of health, show that his ancestors were free from any disease which might make the offspring undesirable and further to furnish proof that he was nurtured amid sanitary surroundings.

Last year the food and drug department of the State Board, in charge of H. E. Barnard, taught the oyster dealers a lesson in temperance and showed them that the hard-drinking oyster, even although it stuck in its drinking to water, could not be sold with impunity in this State. At that

same time the dealers were compelled to forego the sale of bivalves which were shipped into the State in actual contact with ice. This year there is to be no recession from the stand taken a year ago, and another provision has been added.

The oyster to be sold in the State this year must be free from disease germs. In order to see that they are not sold if they do contain them, the Food Commissioner has prepared for bacteriological examination of oyster shipments in the State laboratory and the field agents of the Department, when they gather for the September instructions, will be told to send in samples of shipments when they are known not to have come from certain oyster beds in the East and South. Under the food and drug act of 1907 the Commission has power to prevent the sale of oysters when infected with disease germs, and it is under this act that Mr. Barnard will proceed.

When the Food Commissioner was in Washington last week he conferred with the National food and drug authorities on the oyster question and returned to Indianapolis prepared for a crusade which, he believes, will result in relieving the minds of many persons in the State of fear of the oyster. Attention of Eastern food men was called to diseased oysters some time ago and extensive preparations have been made there to prevent its reaching the Western markets. But in order to carry out the National plan effectively the State authorities have been invited to give assistance.

The undesirable oyster is the oyster found in feeding beds washed by the sewage of cities. Some time ago the Food Commissioner of Virginia became suspicious of oysters taken from sundry beds in that State, and an extensive examination was made, with the result that the beds in the Elizabeth River, Pagan Creek, Hampton Creek, Mill Creek and large beds near Hampton roads were condemned for oyster breeding purposes. Along the north coast, near Staten Island, Perth Amboy and Newark Bay, similar condemnation proceedings have been had. Baltimore recently spent millions of dollars to construct a sewage disposal plant in order to prevent the sewage from that city from contaminating the valuable beds near that city, and now ships oysters wholly free from any disease contamination.

The oyster reared in beds over which sewage polluted water flows is held by scientists to carry disease germs hundreds of miles and to infect the person who ultimately consumes it. At a banquet served some time ago to students of Wesleyan University, in Connecticut, raw oysters were served. Shortly after the banquet all the students who had eaten of them were stricken with typhoid fever, and several of them died. The attention of the National authorities was called to the case, and the shipment of oysters from which those served at the banquet were taken was traced to the feeding beds, where it was found that they had been nurtured in water polluted by

sewage. The oysters had become infected with typhoid germs carried in the sewage from a nearby city.

This was the first incident of the kind of any grave importance called to the attention of the National authorities, and they at once began an investigation, which developed the fact that oysters bred in unsanitary beds were a constant menace to the health of the entire country.

It has long been popularly supposed that freezing the water in which oysters are shipped killed any disease germs which they might contain, and hence destroyed their danger to the consumer. According to the scientific food men the freezing does not kill such germs as typhoid bacilli, and if they are present when the oysters are packed for shipping they are likely to be in pretty good working order when the oyster is served. Proper cooking serves to destroy the germs, but the great danger threatens those who prefer their bivalves raw.

"The average man would not think of drinking water taken from a pool known by him to be infected by sewage from such a city as Indianapolis," said Mr. Barnard, "and he ought to exercise the same care concerning any sea food, particularly oysters, eaten by him. The consumer has a right to demand of the oyster grower that he grow his oysters in water which, with the exception of the natural salt, would be suitable from a sanitary standpoint for drinking purposes.

"The better class of oyster shippers in the East are with the food authorities in the matter of protecting the consumer against the unsanitary oyster. They know that a deep rooted prejudice exists in the West against the oyster because it is believed by many people to have been the source of disease. They have promised to back us in our attempts to prevent the sale of the oyster grown in unsanitary beds and through their assistance to the National authorities and through the aid we expect the National authorities to render us, we believe the contaminated oyster can be eliminated from the Indianapolis markets. I expect to keep my laboratory force busy on suspected bivalves."

Dr. J. H. Hurty, Secretary of the State Board, has official proof of what sewage infected water will do for animals living in it. Some time ago he took two fish from White River a short distance below a sewer outlet from the city of Indianapolis, where they had lived in sewage polluted water. The fish were sent to Washington and examined by assistants in the department of which Dr. W. H. Wiley is the head. A report sent back to Dr. Hurty showed that both fish were infected with typhoid germs, which would probably have transmitted the disease to any persons who might have eaten them.

The sensitive man who wants to wear every cap that fits him soon gets to think that the world is one vast hat store.

Too many are praying for a harvest of love who have planted no seeds of kindness.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Aug. 29—Santos and Rio coffees are concentrated in strong hands and not many of them. The result is that quotations are tightly held, and the buyer who is looking for any real "bargains" may as well make up his mind that these are to be obtained when he gets coffee at prevailing rates. Buyers, apparently, are not willing to purchase ahead of daily needs and there the article stands to-day. In an invoice way Rio No. 7 is quoted at 10@10½c, a price which seems to scare the average man. Holders are confident and from day to day they look for increasing activity. In mild grades there is an increasing call. For some lines of these, as Bogatas, there is more interest shown than has existed for many months. Good Cucuta is quoted at 10½@11c. Of Brazil coffee there are in store and afloat 3,050,149 bags, against 3,703,422 bags at the same time last year.

Teas are meeting only the usual enquiry, but the market is well sustained as to quotations and there is no great accumulation of stocks. With the beginning of September it is hoped there will be a brightening of the skies to a still greater extent.

Some reaction in the sugar market has taken place, which was to be expected after the few days of real "hustle." New business is almost nil, but there is a steady trade in withdrawals under previous contracts.

Hardly an item of interest can be picked up in the rice market. There is simply the everyday volume of business, with prices about unchanged, although lower than a year ago, and stocks are only moderate. Good to prime domestic, 4¾@5½c.

Spices seem to be moving in a satisfactory manner. Stocks are not at all burdensome and the outlook generally seems to be toward a higher plane. Pepper, cassia and nutmegs are the chief lines in demand.

It is yet too early to look for any improvement in the demand for molasses. There is a moderate demand—probably neither greater nor smaller than usual at this time of year—and prices show not a particle of change one way or the other. Good to prime centrifugal, 26@30c.

In canned goods the finest article is salmon and for this the conditions certainly favor the seller, as supplies are mighty short. Quotations are advanced and advancing and no one seems to be surprised the least. Red Alaska, \$1.70; pinks, 95c. Tomatoes are held at 67½c f. o. b. factory and packers seem to be determined that nothing less will be considered for 3s, which really are standards in fact as well as in name. Corn and peas are both well sustained and in good demand. Other goods are as usual, but the whole canned goods market is in good condition.

Butter is rather quiet. The supply of top grades is not over-abundant and this keeps prices firm. Creamery specials, 31½@32c; extras, 30½@31c; Western imitation creamery, firsts, 24@25c; factory, firsts,

23½@24c for June and 22½@23c for current make.

Cheese is quiet. Whole milk specials, 16@17½c New York State.

Eggs are firm for best grades. Cooler weather has had a beneficial effect. Western fresh gathered selected extras are worth 26@27c; extra firsts, 24@25c.

Flour Investigation in England.

In England the government has "use of chemicals" in flour, from which it would appear that flour bleaching is to be investigated, although the courts in a very pronounced way sustained patents for flour bleaching, which would hardly have been possible had there been any indication of deleterious effects. On the other hand, it was quite clearly demonstrated that bleaching did not injure the flour.

The agitation in the United States may have been the incentive for investigation abroad, and will prove interesting, if such a test is made, to know if the government abroad will prohibit bleaching.

British papers seem inclined to confine the government's investigation to self-raising flour, but it would seem bleaching can hardly escape investigation. It will probably be conducted in a fairer way than the jury, judge-instructed trial in America.

Milling of Liverpool says: "Although we have not a shred of evidence that a single miller is putting chemicals into his flour, we are assured that a few have surreptitiously resorted to such a practice. We do not imagine for a moment that any miller would use any chemical which would be injurious to the consumer, but customers have a right to know when such a thing is done. The manufacturers of self-raising flour are in a different position to those who sell ordinary bread flour, as the buyers of the former article know the ingredients of which it is composed. The government enquiry, which is now going on, will bring to light any improper use of chemicals and may lead to prosecutions, as it is clearly against the food and drugs act to surreptitiously mix any chemicals into ordinary bread-flour. The miller is in a somewhat different position to the baker in this matter, because it is perfectly legal for the latter to use a chemical, salt to suit."—Modern Miller.

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

Buffalo, Aug. 31—Creamery, fresh, 27@31c; dairy, fresh, 23@27c; poor to common, 21@22c.

Eggs—Strictly fresh candled, 23@24c; at mark, 21@22c.

Live Poultry—Fowls, 14½@15c; chickens, 16@16½c; ducks, 15@16c; old cocks, 11@12c; geese, 10@12c; turkeys, 15@17c.

Dressed Poultry—Iced fowls, 15@16c; iced old cocks, 12@13c.

Beans—Pea, hand-picked, \$2.60; red kidney, hand-picked, \$3.25; white kidney, hand-picked, \$2.75@3; marrow, \$3.15@3.25; medium, hand-picked, \$2.60.

Potatoes—New, \$1.75@2 per bbl. Rea & Witzig.

Encouragement For the Speculator.

Two things are distinctly encouraging to the speculator when he compares his opportunities now with the conditions twenty-five years ago. One is the fact that on the whole our great financiers, bankers, railroad owners, etc., are far more inclined than formerly to give stockholders and the general public a square deal. Anyone who doubts this statement should read very carefully what was going on in financial circles twenty-five or more years ago. The farther back one goes the greater seem the risks. Not only is there more integrity among financiers to-day, but the banking systems and financial methods in general are far less uncertain, and the means of securing a knowledge of facts were never so good.

What will probably appeal to the majority as much as anything is that the opportunities for profit are continually increasing. After every reconstruction period we have a more decided demonstration than before of American characteristics, as illustrated in increased study and knowledge, increased mastery of detail, accompanied by that indomitable will to succeed which wrests success from apparent failure. The fervent temperament and thirst for achievement, typical of Americans, are shown nowhere more clearly than in speculation in the New York stock market, which has grown with the country and reached a condition where with the proper equipment the speculator can make tremendous profits. Compare the losses of leading stocks of 1907 with those of previous panics and form your own opinion as to the profits possible on the bear side in the great panics of the future. As no bear movement in the United States was ever yet the equal of a following bull movement, it follows logically that this side of the market also affords great opportunities.—E. R. LaGrange in Moody's Magazine.

Bricks Made from Broken Glass.

Europe seems to have gone ahead of the United States in effecting the saving of broken glass, which everywhere in the cities of to-day constitutes a huge tonnage of city waste that is hard to dispose of. Hamburg, Milan and Dresden especially have been experimenting with glass bricks, molded of waste glass which has become a "junk" item worth considering there. That largest item of broken glass is of the clear white of the windowpane, bottles and the myriad articles into which the clear glass enters. In the manufacture of the bricks the refuse glass is melted to the running point and formed into bricks in smooth molds. When cooled they present a polished, impervious surface.

Many of the meat markets in Hamburg present a most inviting interior due to a wall finish of glass bricks. The use of the glass brick is spreading, until hospitals, schools, railway stations, theaters and public buildings are adopting them as an everlasting wall finish, which may be made sanitary at a minimum of expense.



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E. A. STOWE, Editor.

August 31, 1910

LESSON NOT YET LEARNED.

Indications are not lacking that the agitation started some years ago by Roosevelt, La Follette, Dolliver, Beveridge and others, having for their object the curtailment of corporate greed and the inauguration of a square deal policy by the great public service corporations of the country, must again be renewed with vigor and determination. After several years of agitation and resultant stringent legislation the railway corporations threw up their hands and promised they would be good and reform themselves within themselves if they were only let alone. Instead of doing so, they have backtracked and taken advantage of the truce which was accorded them to entrench themselves more firmly in political corruption, chicanery, fraud, deception and other methods which they ought not to throw up as a bulwark between themselves and the public. The action of Grand Trunk officials in refusing to permit the State Railway Commission to take part in the official investigation of the Durand wreck, the action of the Pullman Company in refusing to furnish the States Attorney of Cook county, Ill., with information the people were entitled to have, the hostile and imbecile attitude of the G. R. & I. in charging through passengers from Michigan to Indiana points 3 cents a mile, whereas the State laws on both sides of the line provide for a 2 cent rate—these and hundreds of other unfortunate circumstances prove that the railroads have not yet been brought to terms; that their managers have not yet learned the lesson that the people rule and that the people have rights as well as the dummies who may happen to be at the heads of these corporations. The influence of the railroads and other public service corporations is clearly shown in the present political campaign in this State. Indications are not wanting that the railroads propose to be represented in the Legislature at Lansing next winter by the usual number of political harlots. It remains to be seen whether the people will tolerate this sort of thing or whether they will rise up en masse and

insist on being represented by men who will not consent to be simply tools in the hands of the men who are enraging and inflaming public opinion to that extent that the corporations entrusted to their care will soon be compelled to face a crisis compared with which the former campaign was a mere shadow.

THE CREDIT SYSTEM.

While the plan of selling goods and accepting monthly payments has its place in household economy there is grave danger of carrying it too far. A dollar or five dollars a month, as the case may be, looks small at the time—it is small, taken singly—but when a creditor is struggling along with too many of these little accounts he is apt to stumble before he is aware.

The great trouble is that it tempts people to buy too much which they could get along without. There are too many who owe their financial downfall to the piano bought on this plan.

Then when trouble does come there is a reaction which will surely count many marks against the author of the method. If one man is oppressed by it he not only censures the one who over-persuaded him, but his friends join in the cry; the dealer is for the time—and it may be for all time—boycotted because of the unwise purchase.

There are many gilded traps which may be set in the paths of the unsuspecting. But do they pay? Every time you make a sale which results unfavorably you lose more than you gain; for public favor is worth very much more than the profit on a single sale. The plan of installments has its advantages. It has a distinct place, especially among salaried people. But the abuse of it has no place among thinking people. The tradesman who makes a business of crowding his goods upon people promiscuously with the argument that the payment is so small that it will not be missed is bound to reap in a measure a part of the tares which he is sowing. The aim should be to sell goods; but to sell them in such a way that the result shall be a mutual gain.

BREAKING ORDERS.

"Break orders to save owners," has always been one of Carnegie's favorite mottoes. And it is worthy of note that through a recognition of it he won his first real promotion.

He had been working at \$3 a week as messenger boy in a telegraph office when one morning, while the operator was absent, a message was signaled from Philadelphia. The boys were not allowed to take despatches, but young Carnegie disobeyed so far as to receive it; and when the operator found that it was perfectly correct he had the lad punished by promotion to a salary of \$300 a year.

In breaking the rule Carnegie had taken into consideration the fact that he was the only one there; he had also taken the precaution to do the work correctly. The necessity of the circumstance, the accuracy in the performance were the two essentials which rendered the transgression praiseworthy.

We all recognize the fact that rules

are necessary in every work. We equally realize the fact that there are exceptions. The boy or man who deliberately breaks a rule must frequently suffer for his rashness. But the breaking of orders to save owners is a different proposition. In emergency cases it is the employe who can calmly make a correct estimate of the situation who is the valuable one. Even in the common affairs of the day there are special cases which deserve special consideration. Strive to render yourself able to do this worthily. Aim to rise above the set rules and gain a position on the plane of dependableness; but do not make the mistake of taking the path of indifference or contempt. Study always to save the owner; and if you feel disposed to break an order, be sure you are right before going ahead.

SOWING TO THE WIND.

The Tradesman has thus far refrained from making any editorial comment on the gubernatorial contest now going on in this State. All of the candidates are friendly to the Tradesman and the Tradesman is on friendly terms with them all. They have all made mistakes, but they have mostly been errors of judgment peculiar to the heat of a political campaign, which will probably be corrected and modified after the cold gray dawn of the November election.

Mr. Osborn seems to have been particularly unfortunate in the statements he has made and the actions he has taken on numerous occasions. The Tradesman has overlooked these lapses because of his peculiar temperament and because it believed that he meant to be right, even although some of his acts apparently placed him beyond the plane of saneness and put him on a par with the veriest demagogue. His denial that he contributed to the Warner campaign fund, when it was conclusively proven that he did contribute, was excused on the ground that his original statement might be due to lapse of memory on his part; but when Mr. Osborn comes into Grand Rapids and deliberately sows the seed of anarchy and distrust and rebellion among the safe and sane working men of this city, he commits a crime that can never be excused or palliated, and stamps himself as a man who is unworthy of the great office to which he aspires.

Rochester cats are reported to be dying by the hundred as the result of a mysterious feline fever, which appears to be epidemic in that city. They all have the same symptoms. It begins with loss of appetite, and after a week death follows. There seems to be no known medicine for cats that is any good for this epidemic. Persons skilled in the care of cats have done their best to stem the ravages of the disease in their neighborhoods, but the animals have kept right on dying. There are many high priced cats in Rochester that have made great records at the domestic animal shows, and their owners are taking every precaution to prevent their pets from mingling with common cats while the epidemic prevails.

ENTERPRISING AUTOISTS.

A club of automobile owners early in the season purchased a special drag for putting country roads in good shape and made known through the local papers their willingness to lend to any farmer who wished to drag the road along his own farm. The result is that many farmers have availed themselves of the opportunity, and both farmers and owners of machines are enjoying the better roads as a result of the treatment.

This same club is now contemplating furnishing a free outing to the poor children of the city, a twenty-mile ride to a popular summer resort being the destination. This will cost the owners of autos very little and it will be a red-letter day in the calendar of many little urchins.

The example is one which might be followed in many other places. In olden times the primeval Sunday school picnic, with farm wagons laden with dainties, children dressed in their best frocks and old and young spending the day in some friendly grove left many pleasant memories and lightened the load for the next few months. Just a few days ago, while walking in a park, the writer was astonished to see a half-dozen old-fashioned wagons well filled with children approaching. As they came nearer the banner on the first wagon showed its lettering legibly, "The first primitive Methodist Sunday school picnic." And never were there happier children than those urchins, many of whom had doubtless never before ridden in a farm wagon, unless it may have been their ancestors for whom they were then posing. Life has many pleasures for us which we do not catch, but every time we seize one for the benefit of those less favored the advantage is made doubly profitable. Give the children a ride once in the year.

NOT GOOD INVESTMENTS.

The recent experience of Detroit in entertaining the National convention of Elks and the more recent experience of Chicago in entertaining the triennial conclave of the Knights Templar, as well as the experience of Grand Rapids last week with the Home-Coming, demonstrate very plainly that such affairs are not conducive to the well-being of the retail trade of a city, inasmuch as they not only demoralize business but distract clerks, book-keepers and workingmen generally so that their effectiveness is very materially curtailed. Several local manufacturing and mercantile institutions insist that while they paid the usual wage for last week's work, they did not get over 40 per cent. of the amount of work they were entitled to on account of outside attractions and distractions which were constantly in evidence. Crowds may be a good thing to advertise a town—so far as its generosity and prodigality are concerned—but when it comes to real business they are a positive detriment. They bring losses and disappointment, instead of profit and satisfaction.

Perseverance sometimes wins a woman where true love would not even touch her heart.

HOME-COMING A MISNOMER.

The much-heralded and widely-advertised Home-Coming is now a matter of history, so it can be reviewed calmly and dispassionately. Like all affairs of a public character, it had its good and bad sides—its favorable and unfavorable features.

Much credit is due the gentlemen who originated and carried the affair into execution, so far as energy and originality are concerned. They certainly showed themselves to be masters of management and generalship and won much praise for the problems they solved and the objects they accomplished.

The one feature which stands out most prominently in the opinion of the Tradesman is the fact that the whole affair was clean. There were no foul sideshows and no suggestive dances or other disagreeable features that would serve to bring discredit on the affair and smirch the morals and thoughts of the young. Too much credit can not be given the management for the wholesomeness with which the whole affair was conducted. If it had been designated a Clean Carnival, instead of a Home-Coming, the name would have been very much more appropriate.

The home-comers were met in an entirely proper manner and furnished badges and other means of identification, but the real object of their home-coming—the renewing of old acquaintances and the calling on old friends—was very seriously interfered with by the crowds which blocked the streets and impeded their progress generally. In this respect the Home-Coming name was a misnomer, because, in inviting in outsiders, no attempt was made to confine the invitations to former residents of the city. If the affair is ever repeated it should be given a proper name and not made to masquerade under false colors. The smaller cities of the State—as well as the towns in New England—have come to handle the Home-Coming feature very much more acceptably. They do not invite strangers to come in and buy goods and ride on street cars and buy shrieking instruments of torture, but they escort the home-comers to a general headquarters, where they are furnished badges and given the freedom of the city—to come and go as they please. Assembled at headquarters is usually a collection of old portraits, photographs and newspapers, which frequently retain the attention and absorb the interest of former residents for many hours. It is customary for citizens of the town to remain at their homes and offices and stores, so that they can be found by Home-Comers. The absence of large crowds renders home-coming a pleasure instead of a burden.

So far as the commercial advantages of Home-Coming Week are concerned, the affair was a great disappointment. While the Street Railway reaped a rich harvest and handled the crowds in excellent manner, the hotels were as deserted as graveyards. The large hotels sent out word to the traveling men not to come to Grand Rapids Home-Coming Week and those who wished to come

were told, very plainly, that no sample rooms could be furnished them because it was expected that visitors would be present in such numbers that they would be willing to sleep six or eight in a room. Every hotel and boarding house put in extra cots and made extensive preparations for the crowds, but in no case were the preparations necessary or utilized. The dining rooms of the hotels were very solemn affairs, there being hardly more guests than there were waiters in some cases. The retail stores fared no better. Local people stayed away from the stores in the expectation that country visitors would monopolize the attention of the clerks, but the country visitors showed no disposition to buy, so that retail trade was practically suspended. Many of the stores report that they had the poorest week they have had for a dozen years. For instance, the sales of the Winegar Furniture Co. have averaged \$10,000 per week during the summer season. The sales dropped down to \$3,000 last week. There were thousands of people on the streets, but none of them seemed bent on buying anything but tin horns, clackers and other noisemaking devices. The interruption to manufacturing was most marked. The absentees from their benches were very large and the enforced closing of the factories on Thursday deprived many thousands of men of the usual daily wage. The loss to the city in this respect can hardly be computed in dollars and cents, because the men who laid off not only lost their wages for that day, but probably spent as much more besides. Coming at a time when working men are getting ready for winter renders this feature all the more deplorable. The loss to the city in unearned wages and money expended by wage earners is estimated at \$100,000, while the loss from other sources will probably equal that figure.

The attempt to embody Merchants' Week in the Home-Coming celebration was a failure. Only about three hundred regular merchants put in an appearance, as against 2,400 ordinarily. It seemed next to impossible to interest the retail merchants in Home-Coming, because they realized that, instead of being special guests of the city, they would be regarded as side issues and treated accordingly. The abandonment of Merchants' Week is one of the worst setbacks this market has ever received and it goes without saying that the experience of this year will never be repeated in the future. Merchants' Week has come to be an established custom in Grand Rapids and any further attempt to omit it or combine it with something else will not be tolerated.

One of the unfortunate features of Home-Coming Week was the apparent license it gave young people to indulge in boisterous demonstrations on the streets. This was, of course, more marked in the evening than during the daytime and it was really the most deplorable feature of the affair, because money lost can be recovered and prestige lost can be regained, but unbecoming conduct in-

volves a loss of self-respect that can never be re-established.

The erection of grandstands at the intersection of some of the principal streets without authority from the Common Council was one of the most deplorable and inconvenient features of the affair. While it is true that the net proceeds were divided among the three hospitals of the city, yet the act itself involved an invasion of private rights and an indifference to public welfare which more than offset any financial advantage the grandstands might possibly secure. The streets belong to the people and should not be cluttered up, especially at such times, by money-making schemes, no matter how worthy the object.

UNIVERSAL PEACE FAR OFF.

It is charged that money greed is more rife, active and dominating among the people of the United States than anywhere else in the world, because ours is the only country where there is no privileged class and no titles of nobility to indicate and distinguish such a class.

In Europe and Asia there are such classes and such precedence of social and political privileges. Our democratic republican families, if they are rich enough, can marry their daughters to all sorts of foreign princelings and titled personages and possibly they may be able to purchase titles for themselves. It is only money, the possession of great wealth, that can procure for our people such prominence, and, therefore, our American aristocracy is one of wealth.

Doubtless not a few of our American citizens regret, if they do not curse, the day when the only George Washington indignantly rejected the proposition and determination of his victorious army after national independence had been gained to make him a king. What a magnificent kingdom, with its ninety millions of people, this mighty nation would have been had fate ordained it, but its destiny lay in other directions, and it was in accordance with the will of some tremendous overruling power that this nation started out as a republic in order that it might all the more readily become an empire, and that will take place whenever a leader like Caesar or Bonaparte shall arise to lead the people and take control.

A kingdom can not be converted into an empire until first it shall have all its institutions overthrown by mob rule and then the mob brought under the sway of a despot, as was the case with France in the last part of the eighteenth and first part of the nineteenth century, but Rome, which was a republic for near five centuries, with all its chief officials elected by the people, became an empire without changing its constitution and laws. The emperors were elected just the same as had been the consuls or executive officers of the republic, and there was no hereditary succession.

An empire which is essentially military in its organization and conduct seems to have for its ultimate

destiny the establishing of widespread peace by the conquest and subjection of all the other nations that form a part of its group. Rome subjected all the nations of Europe, from the British Isles and Spain to the western confines of Asia, and all of Western Asia up to Persia, and the whole of North Africa down to the sands of the great Sahara. For centuries the empire held dominion of that vast area, with its various races of people, and there was no war until the outside barbarians swarmed upon its northern frontiers.

Bonaparte established an empire that embraced the whole of Europe except the British Isles and Russia, and maintained peace through its entire extent until an overwhelmingly ambitious led him into Russia, where he was conquered by the Arctic severity of the winter.

To-day the peoples of all the nations are filled with anxiety, unrest and dissatisfaction. They seem ready for what they know not, but it must be change of some sort. Is some great national power and authority necessary to establish and maintain peace where all are so actively preparing for war and strife?

There is no peace to-day save where it is maintained by force. When can mankind hope for a universal peace that grows out of the love and charity of the entire human race?

GERMANY'S NAVAL PLANS.

It is announced that the German government proposes shortly to ask the Reichstag to sanction the construction of four great warships for the ensuing year, as well as, a number of small vessels, including submarines. Of the four large ships three are to be dreadnoughts and one a battleship-cruiser of the type of the British Lion.

It is, therefore, clearly Germany's purpose to keep pace with the expansion of the British fleet, in the ultimate hope of equaling that fleet in effective strength. In addition to the four capital ships that the Reichstag is to be asked to authorize authority will also be asked to build two ships to replace the two older battleships that were recently sold to Turkey.

In order to maintain the two-power standard of Great Britain will have to lay down at least six additional dreadnoughts during the coming year, and as such ships now cost at least \$10,000,000 each, it will be seen that the British taxpayers are face to face with further burdensome drains upon their resources. While this ruinous competition shows no signs of reaching its limit, it is evident that the end must come eventually by the utter bankruptcy of one or the other of the contestants.

The things which a man can not do without are frequently the reasons why he has eventually to dispense with them altogether.

Some people work for fame and some work for money and some get a job on a newspaper.

WILLIAM A. RICHMOND.

Some Facts Connected With a Long Public Career.

Written for the Tradesman.

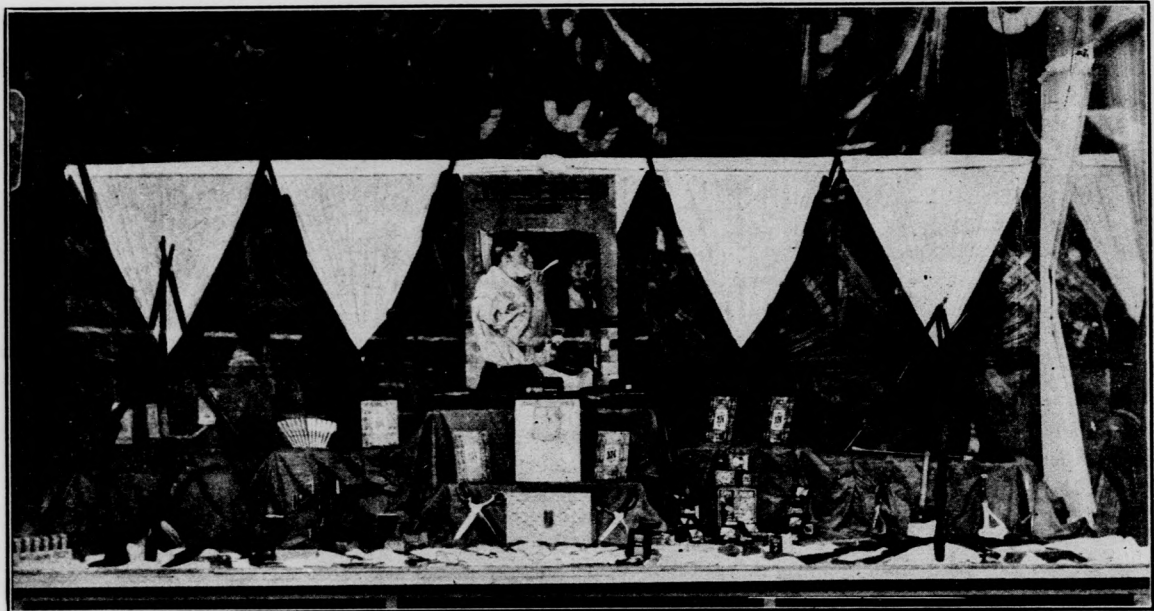
A prominent figure in the civic life of Grand Rapids from 1836 to 1870 was General William A. Richmond, the father of Miss Rebecca Richmond, who is still a resident of the city and noted for her interest in charitable and welfare work, especially in connection with St. Mark's church. General Richmond lived in a handsome brick house, still standing, on North College avenue, surrounded by a small farm, which was very productive under the General's energetic and intelligent management. General Richmond was a native of Aurora, N. Y., and finished his education at Cayuga Academy. Among his instructors was Professor Lown, the author of "Lown's Spelling Book and Definer," used generally in the public schools fifty years ago. In 1828 he gratified his desire to see "something of the world" and made the first of a series of trips to Michigan, penetrating the wilderness as far as Pontiac—a great accomplishment in exploration at that time. As Pontiac is but twenty-five miles from Detroit, the port where General Richmond entered the State, his achievement is not considered of much consequence by the people of this age. The roads of Michigan were almost impassable during ten months of the year at that time and the man who had traveled from the Detroit River to Pontiac and back within a space of three months in that period had something to talk about. The writer remembers a trip he made over the Detroit & Pontiac Railroad—now a part of the Grand Trunk system—in 1850. The train, composed of locomotive, baggage car and passenger coach, left Detroit in charge of Ed. Langdon, conductor, baggageman and brakeman, at 1 p. m. on the 15th of November and arrived at Pontiac at 5 p. m., without delay enroute. The rails were squared timbers placed on sleepers and covered with thin scrap iron.

There are two Kent plats in the city. One is located in the first and the other in the fourth ward. In order to prevent confusion when transfers of property were made, it was formerly the custom—and it may be yet—to indicate the Kent plat of the first ward by the names of the streets running through it. For instance, "Lot 3, block 5, Almy street, Kent plat." Most of the names of the streets running through this plat have been changed or wiped out. Ionia street was formerly Prairie street. Almy and Calder streets were closed when the railroads purchased the lands adjoining the same. Spring street is now called Commerce street. General Richmond, John Almy and others platted the plat known as Kent in the fourth ward and endeavored to establish a village to be known by that name, adjoining the village of Grand Rapids. The citizens of the latter used to speak contemptuously of those who lived "up in Kent." General Richmond's activities in public life may

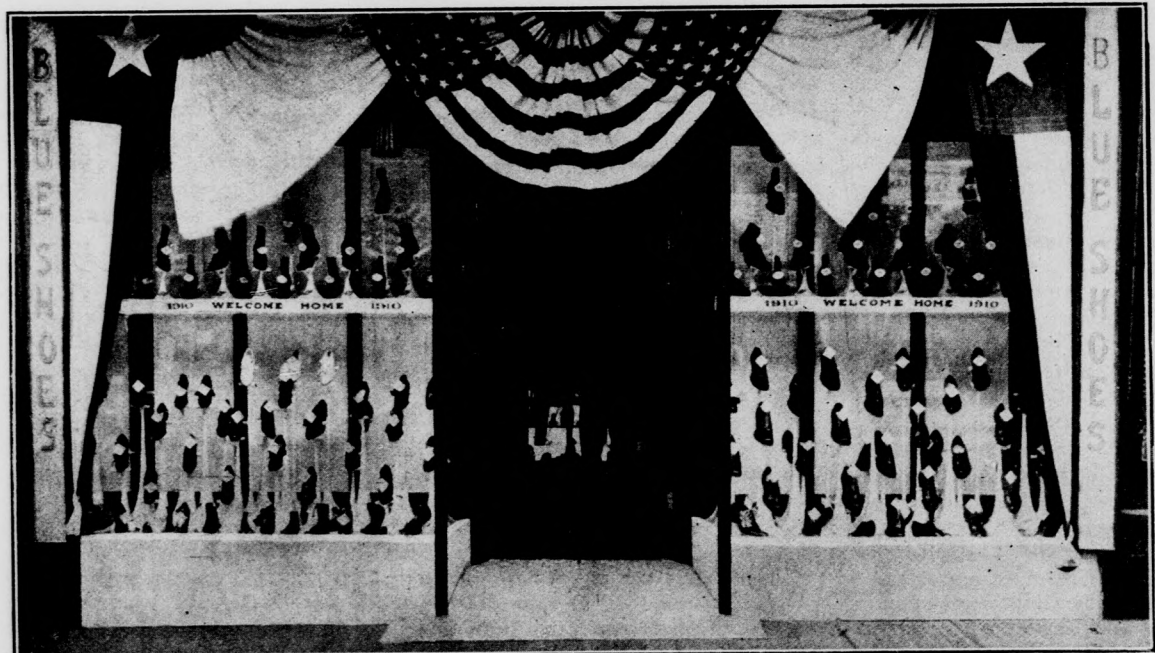
Three Window Displays Shown Home-Coming Week



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be recounted briefly, as follows: He was a member of the convention that drafted the first constitution under which the State of Michigan was organized. He was appointed, in 1838, receiver of the Federal land office at Ionia by President Van Buren. From 1842 to 1845 he represented Kent county in the State Senate and secured the passage of a bill appropriating 6,000 acres of land to aid Kent county in constructing the first bridge over Grand River, in Grand Rapids. President Polk appointed General Richmond Superintendent of Indian agencies in 1845, and in 1851 he was elected Lieutenant-Governor of the State. Later he was appointed a Brigadier General of the State militia. General Richmond was a tall, spare, but handsome, man, quiet and gentlemanly in his conduct, and a devout churchman. Able in business, possessed of excellent judgment, high ideals and nobility of purpose, his name fills an exalted position in the history of our State.

Arthur S. White.

A small boy writhing in pain—the result of forbidden green apples—was approached by a Christian Scientist and told that he was very wicked to give way to such sentiments when there was no such thing as pain. The S. B. listened with as much attention as his internal commotion would permit and then replied: "Look here, pard, you don't know what you are talking about; I have some inside information on this case."

Some Interesting Facts Disclosed by the Census.

The census has been tolerably kind to Michigan as a whole and to Michigan cities. The returns are not yet sufficiently complete for close analysis nor for extended comparison with what other states and the cities in other states have been doing in the matter of growth, but enough is known to show that Michigan is not going to seed. The census shows an increase in the population of the State of 389,101, as compared with ten years ago, or 16.1 per cent. This is not a record growth. Nothing in the figures indicate boom or a feverish state of mind. But the returns nevertheless are fairly satisfactory, telling a story of growth and a little examination into such details as are at hand will show that the increase of population has been urban and industrial rather than agricultural, and where agricultural counties do show gain they are in the newer districts rather than in the old long settled sections. Barry, Branch, Cass, Clinton, Eaton, Gratiot, Hillsdale, Ionia, Lapeer, Lenawee, Livingston, Monroe, St. Clair, Sanilac, Shiawassee, Van Buren and Washtenaw counties, all agricultural, and all old counties, show actual decrease in population or increase so slight as to be equivalent to a retrograde movement. In some of the newer counties in Western and Northern Michigan the population now is less than ten years ago, but this is accounted for by the fact that ten years ago lumbering was still an important industry, and the people have not yet squared away to the new

conditions since lumbering ceased. Those northern and western counties that do show growth can attribute the increase to the development of the fruit and agricultural resources. This development in a way has only begun. The next ten years it may be predicted will bring a rapid increase and it will be a population of the kind that will stay. Grand Traverse, Oceana, Mason, Newaygo, Ottawa, Charlevoix and Emmet are among the counties that show increase of from 25 to 50 per cent., and it is only in the last five years that these counties have been finding out what they are good for. The Upper Peninsula counties show growth, due to greater activity in lumbering, to the development of the mineral resources and to some degree to agriculture. The Upper Peninsula counties have been growing rapidly for twenty or thirty years. When the turning point will be reached is a question. The Northern interests are almost entirely lumber and mineral and when the ends of these resources are reached there will not be much for the people to live on. The end, however, is still far from being in sight and in the meantime there is no particular occasion to worry.

It is in urban population, however, that the State has had its greatest increase, and those cities have grown fastest that have had the biggest industrial booms. Flint shows a gain of 194.2 per cent., Detroit 68 per cent. and Lansing 89.4 per cent., and what has made these cities grow so fast has been for the most part the development of the automobile indus-

try. Whether they will be able to hold the pace for the coming ten years remains to be seen. Bay City shows an increase of 63.5 per cent., Jackson 24.8 per cent., Battle Creek 36.1 per cent., Kalamazoo 61.6 per cent. and Saginaw 19.3 per cent. This city's increase in the decade was 25 per cent. These eight cities carry more than 300,000 of the statistical increase of 389,191. We have yet to hear from a dozen or more good live towns such as Holland, Muskegon, Cadillac, Cheboygan, Traverse City and the Upper Peninsula cities, and when these returns are in it is quite possible they will be found to have absorbed most of the remaining in-

The decrease in population in the old agricultural counties is not necessarily a sign that these counties are going backward in any other respect than in population. The young men, with ambition and energy, strike out for themselves and naturally seek districts where land is cheaper. Those who remain make use of improved machinery, and with fewer hands the cultivated acreage may be the same. Michigan has not yet become a State of deserted and abandoned farms and there are no indications that she is headed in that direction. Whatever may be the agricultural conditions, however, the returns indicate unmistakably that as a manufacturing State Michigan is progressing rapidly, and with the development of the water power of the State, which means cheap power for the factory wheels in every town along the transmission lines, this progress ought to continue.

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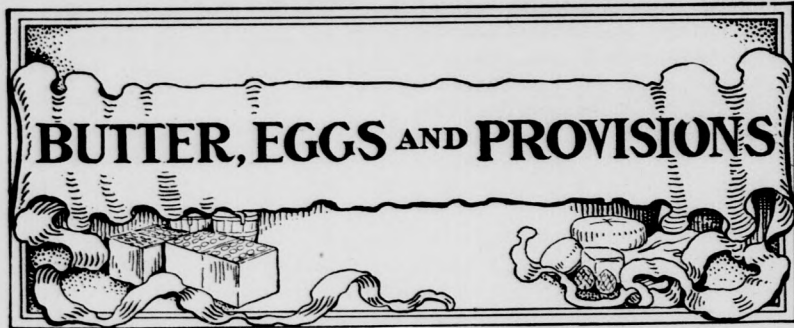
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Another Objection to the N. Y. Eggs-by-Weight Ordinance.

New York, Aug. 25—It would seem as though the framers of this ordinance considered the weight (or size) of eggs as their greatest element of value. Of course, other qualities being equal, this would be correct, but, as has been shown, there are greater differences in value on account of quality than on account of weight (or size).

The principal objection to selling by weight, however, would be its enormous expense, and the effect it would have on the business of handling eggs and upon the cost to consumers.

The receipts of eggs in this market during the year 1909 were 4,256,320 cases. It has reasonably been calculated by competent authority that an expert packer might repack about thirty cases per day, weighing cases and fillers before packing and gross weights afterward, at a salary of, say, \$3 per day or 10 cents per case. Taking no account of the inevitable loss in broken and cracked eggs, occasioned by this handling, the expense of ascertaining the actual weight of these eggs would reach the enormous sum of \$425,632 in a year. This expense must fall on the consumer, for net results to shippers to this market must equal those to other markets where this expense is not incurred, else shipments to this market would soon cease.

Look for a moment at the position of an individual house compelled to weigh all of its eggs. It must have facilities and packers sufficient to weigh its daily receipts. The heaviest business is during the month of March. On March 15, of this year, my house received eleven cars of eggs. At the rate mentioned it would require 110 packers at an expense of \$330 to weigh them, and a large floor space would be necessary on which to perform the labor. On the next day we received but two cars; requiring but twenty packers; following that we received two to nine cars per day for a couple of weeks. Practically all of these eggs were sold on day of arrival. It would be necessary to maintain a force of packers and floor space sufficient to weigh the greatest quantity at all times, and as the services of many would not be required every day, a large number would be idle much of the time, making the expense much greater than if all were constantly employed.

There are houses in this market handling a great many more eggs than we do, and their expenses would be proportionately greater.

It will be seen that if compliance with this ordinance were required, we would simply be driven out of business.

The effect on the market would be that while eggs would necessarily sell at higher prices than in other markets, they would not net a shipper any more; their sale would be restricted to those who could afford to buy them and the surplus necessarily going to other markets.

The complications which would come to "track buyers," of whom there are many in this market, making purchases at shipping points at a price per dozen, who would be obliged to make sales on an entirely different basis, would be very great.

As the matter of weight is fully taken into consideration under present methods, it is difficult to see how it could be improved by enforcing the ordinance under discussion. Sales by the pound would not insure any better value to purchasers, for the reason that five pounds of poor eggs are not worth as much (nor do they sell for as much) as three or four pounds of fine fresh egg. Impositions have always been practiced by unscrupulous dealers to a greater or less extent, and it is doubtful whether the enforcement of the ordinance would do most to hinder or help them. Eggs of the same weight are selling to-day at 20 and 30 cents, the difference being on account of the difference in freshness, flavor and body or keeping quality. F. C. Barger.

Definition of Egg Grades—Manufactured Evidence.

Correspondence from the West indicates that the activity of officers charged with the enforcement of pure food laws, in striving to prevent the sale of bad eggs and the misbranding of eggs of various classes, are up against a serious difficulty arising from a lack of authoritative or legal definitions. This is a natural consequence of enacting laws of this character without a full appreciation of the difficulties arising in their enforcement, and a failure to anticipate the questions of fact that are sure to come up in prosecutions.

Among the food standard adopted in connection with the federal pure food law there were no definitions of various classes of eggs. The law applies to eggs in the general provisions that any food is adulterated if it consists in whole or in part of a filthy or decomposed substance, and that it is misbranded if it be so labeled as to deceive the purchaser. Some of the State laws may have been more specific in their reference to eggs, but we know of none in which there has been any attempt to desig-

nate by exact definitions the various classes and qualities of eggs.

In the enforcement of laws preventing the sale of eggs consisting in whole or in part of decayed matter there is an inherent difficulty arising from the gradual development of decay. There is, of course, no difficulty in detecting a positively rotten egg, but the process of decay in eggs is gradual and there is almost an infinite number of degrees of spoilage between the fresh egg and the black rot. It is, from the nature of the case, extremely difficult to draw a uniform legal line at the point where an egg becomes unfit for food by reason of the gradual development of decay, although trade inspections regulate the matter practically and satisfactorily.

Also a law that makes illegal the sale of "storage" eggs labeled "fresh," or "held fresh" eggs labeled "new laid" can not be properly enforced without some sort of a definition which can be uniformly applied. But the lines between these different classifications are too vague, indefinite and irregular in their application to

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

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

CONSIGN YOUR
EGGS
TO
GEORGE E. CUTLER
22 HARRISON ST. NEW YORK.
OUR
OUTLET UNEXCELLED
COMMISSION EXCLUSIVELY

Ground
YX BRAND 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.

SEEDS Clover
Alsike
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Poultry Feed

For Hens—For Chicks

We Pay the Freight

When in the market for Seeds and Poultry Feed, ask for our Delivered Prices. It will pay you to handle our SEEDS.

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South Whitley, Indiana

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REA & WITZIG

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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

Send us your orders

CLOVER AND TIMOTHY SEED

All Kinds Field Seeds

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

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SEEDS "For Summer Planting"

Millet
Fodder Corn
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Cow Peas
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Dwarf Essex Rape

Turnips
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All Orders Filled Promptly

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

permit if any certain definitions that can be applied with uniformity upon the evidence disclosed by an inspection of many specific lots of eggs. Under the usual trade understanding of the terms "new laid," "fresh," "held fresh" and "storage" eggs the goods can be assorted by expert candlers sufficiently for all trade purposes because "quality" as shown before the candle is the main consideration, and quality being appropriate to the class the tradesman does not care whether or not the name given fits the facts exactly. In this way eggs that have been in storage a short time may be fully fresh; also eggs that have never been in storage at all may be rotten or partially rotten, or so stale as to be worse than storage eggs of much greater age.

When the degrees of quality are so wide and so finely differentiated as in eggs, and when they can not at all be described by the usual trade terms relating to the relative promptness of marketing, it would seem futile to attempt legal regulation of branding upon any basis other than "quality" as shown by inspection.

The law can perhaps effectively and uniformly prevent the sale of eggs in food channels that are adjudged unwholesome and unfit for food; but when it is attempted to regulate the branding of edible qualities it will be found impractical unless a new series of grading is inaugurated for legal definition and forced upon the trade, dependent solely upon those qualities that are visible before the candle.

At the hearing before Commissioner Driscoll last week, in reference to the proposed enforced sale of eggs by weight, the Commissioner presented two cartons of eggs, containing one dozen each, which he said had been bought by one of his inspectors in the open retail market at a uniform price per dozen. He announced that there was a difference of several ounces in the weight of the two dozens and demanded whether the merchants present considered it right that the same price should be charged for the two lots in view of that difference in actual weight. The natural answer was, of course, that the worth of the eggs could only be ascertained by an examination of their quality, apart from the size, and that, in any event, buyers had eyes to tell them the relative size of the eggs they were buying. But it appears that on the same day of the hearing the firm of Cupero & Blase, on Vesey street, sold two dozen eggs to one of the inspectors from the Bureau of Weights and Measures—presumably the same that were exhibited by Commissioner Driscoll—and the clerk who sold the eggs asserts positively that the inspector separated the eggs as bought, putting the smallest in one carton and the largest in the other! We wonder whether this is a sample of the method of proving that the sale of eggs by weight is necessary to prevent dishonesty on the part of dealers.

The approaching Domestic Science and Pure Food Exposition to be held at Madison Square Garden in Sep-

tember would afford a good opportunity for some of our progressive egg dealers to demonstrate to the public the method of egg candling and assortment through which the egg supply passes to consumers in this city. It would be a useful educational feature, of much interest to people who know nothing of it, and incidentally a fine advertisement for the exhibitors.—New York Produce Review.

Claims Some Eggs Are Bad From the Beginning.

A. G. Phillips, assistant in charge of poultry instruction at the Kansas Agricultural College, has spent the past year trying to better the conditions of the eggs on the market and in some way prevent the enormous loss of \$1,000,000 a year caused by the spoilage of eggs. He secured the co-operation of Dr. S. J. Crumline, chairman of the State Board of Health, and together with Walter E. King, professor of bacteriology of the Agricultural College, called a meeting at Topeka of the carload shippers of eggs. At this conference they persuaded the shippers to buy eggs on the candle basis. This is a great step in the right direction for as long as a case of eggs was a case, regardless of contents, so long would the bad eggs be offered on the market. Under the agreement, a case of eggs isn't a case of eggs unless it is full of good eggs. Now that the shippers are willing to do their part, the Agricultural College intends to undertake the protection of the shipments by trying to find out what causes eggs to deteriorate in quality and to try and find a practical method of management which will eliminate this.

For years it has been the general belief that a fresh laid egg was sterile, but Mr. Phillips has exploded this theory by finding all kinds of contamination within the shell of a fresh laid egg. The worst he has discovered so far in one egg has been a minute worm and a piece of stable refuse. This may sound "fishey," but if a person understands the anatomy of a hen it will seem perfectly feasible. The fact that the alimentary canal, oviduct and ureter all have one common outlet, makes possible the above mentioned contamination. Should the hen be in poor condition it would be possible for foreign substances and bacterial contamination to become inclosed in the egg.

With this fact before them, the poultry department will first attempt to produce a sterile egg. The college has appointed Doctor Otto Maurer, of the bacteriological laboratory of the Pennsylvania railroad at Altoona, as assistant in bacteriology to make a study of the eggs from the time they are produced until they are in the hands of the ultimate consumers. Arrangements have also been made so that when the eggs are shipped to New York or Boston they will be examined by bacteriologists at those places and thus data will be obtained at the start and finish of the egg's journey.

This study into the cause of the deterioration of eggs is something

new. The government has been doing some work along the line of eggs but not with the view of developing hens to produce sterile eggs or to determine suitable conditions of sanitation about the nests, etc., to remove any chance of contamination to the hen or egg. This is pioneer work by Mr. Phillips and the fact that he Regents immediately secured a man to devote his entire time to the project shows that he had but little trouble in convincing others of the merits of the work.

The pure food law makes it unlawful to offer for sale putrid or decomposed eggs but so little has been learned concerning the various causes of putrefaction and decomposition that not even the department that is supposed to enforce the law can tell what a putrid or decomposed egg really is.

Dr. Maurer has a great work before him—a problem that is very practical and that will materially affect the poultry business of Kansas and the world. It is to be regretted that Mr. Phillips leaves the college for Purdue University, just as he has started this work.

Rather Liberal.

The Farmer—Look here! Why is it you pesky hobos always come to us farmers for a handout? Why don't you tackle city folks sometimes

The Hobo—Ah, kind sir. It is on account of de wonderful article we read in an agricultural paper.

The Farmer—Indeed! And what was the article entitled?

The Hobo—"De Farmer Feeds Us All."

Just About.

Jones—I am thining of building a nice little home, Bill.

Smith (who built)—What is the extent of your bank-roll?

Jones—Three thousand dollars.

Smith—Well, that amount ought to see the finish of a \$900 bungalow—if you are mighty careful.

A. T. Pearson Produce Co.
14-16 Ottawa St., Grand Rapids, Mich.
The place to market your
Poultry, Butter, Eggs, Veal

Post Toasties

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

Postum Cereal Co., Ltd.
Battle Creek, Mich.

Young Men Wanted

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

Feed Specialties

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

WATSON & FROST CO.
Grand Rapids, Mich.



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



THE NEW FLAVOR

MAPLEINE

Better
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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.
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Wholesalers of Butter, Eggs, Fruits and Specialties

HANDLING COLLECTIONS.**Knotty Problem Discussed from Several Angles.**

Collections good.

Collections bad.

What a wonderful difference it makes with the business man which of the foregoing expressions correctly describes the condition of his cash account! And what a wonderful difference it would make with general business conditions did the first of the expressions always fitly describe the exact situation. In a general way, the collection end of any business is the most vital to the real welfare of said business.

It is easy to put out merchandise on open account, but not so easy to sell goods so that you are sure in all cases to get your pay for them. It has been said that the very best time to make a collection is when the goods are sold; and if this were possible and were put into practice the collection question would be settled; but it is not possible and never will be as long as the credit system is in existence. The trouble is that no matter how careful a salesman may be or how shrewd the credit man is, some slow and doubtful accounts will creep into the very best regulated business.

How can these accounts be handled to the best advantage? The best and only practical way is to begin operations the day such an account is past due and keep everlastingly after it until it is satisfactorily settled, or written off the ledger and charged to the profit and loss account. No let-up should be entertained for any reason, as the older any indebtedness becomes the more doubtful it is.

Most wholesalers have well organized collection departments who know how to handle matters of this kind, but as a general rule the sales department is working more energetically to get new business than the collection department is permitted to, in trying to get money out of the old customers who are delinquent; the idea being that it will not do to urge said customers too strongly or they will not trade any more with the house. Some salesmen are very jealous of the credit and collection department on this account. This should not be the case, as a customer who will take offense because he is asked or even urged to pay a past due obligation, is not apt to be a good customer from any standpoint.

Strictly speaking there are just four classes of debtors: First, honest people who pay their debts and keep their honor on straight; second, other people just as honest, who are unable to pay promptly but who make honorable adjustments of their debts; third, other people who can not pay their debts and would not if they could—these belong in the scrapheap of humanity; fourth, other people who could, but will not pay their debts. These belong in—well, in a hotter place than this.

There has been quite a little agitation recently regarding the work of some collection agencies, and no doubt some of them have gone too far in pushing their work, and per-

haps some of them have at times been unscrupulous in their methods. On the other hand, some of our collection laws are decidedly in favor of the debtor who wants to "beat his bills." To my mind there are some ethical as well as legal propositions in connection with the payment and collection of debts. Legally, a debt is said to be outlawed after a certain time; ethically, an honest man's debt never outlaws. He will not permit it to, providing he is honest and ever able to pay. The same rule applies to bankruptcy. No honest man's debt is ever paid or even finally settled in a bankruptcy court. He may permit proceedings in bankruptcy to act in a measure as a stay of execution, but the really honest man will pay even such obligation when he becomes able.

A well conducted, business-like collection agency that assists in teaching all classes of citizens to pay their just debts is a public benefactor, while a man who will not pay his debts is a detriment to any community.

Getting back, however, from our ethical symposium to a plain business proposition: How shall the slow and doubtful accounts be handled? There is but one answer, and that is, systematically, either through a well planned and vigorously enforced collection organization in connection with the business itself, or by a separate organization that makes a business of collections and nothing else. The work must necessarily be executed by some one whose whole idea is to get the money—get it quietly and peaceably if it can be gotten in that way, but get it!

Some men can sell goods, others can collect, few can do both. Of one thing I am fully convinced, and that is that after accounts become past due the collection of them should be taken from the selling department and turned over to some one who will give them earnest, careful, vigorous attention from that time until the money for them is in the cash drawer by fair and equitable means.

W. F. Jacques.

A Lighthouse With a Human Voice.

Ships that pass the danger spots off the French coast will now be guided aright by the lighthouses bearing a wonderful resemblance to human beings. The new lighthouse, which is the invention of Dr. Marage, a Parisian ear specialist, is an exact imitation of the human throat and mouth, with an air pump for lungs. Teeth lips, jaw bones and all are imitated exactly, while a monster mouth and a compressed air device will enable it to shout in tones of thunder to ships on the horizon. Dr. Marage's small models, hardly appreciably larger than the normal human mouth, can be made to utter a ear-splitting cry, not possible for man to make. With a mouth six feet from corner to corner it is estimated that the artificial voice could be understood from three to six miles away, according to weather conditions.

A souvenir by any other name would probably be called trash.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Howard City rejoices that the old Skinner & Steenman factory, now occupied by the Booth Manufacturing Co., will soon resume operations.

Secretary Paul Leake, of the Detroit Wholesalers' Association, states that the business of the Detroit jobbers in the Upper Peninsula has increased 60 per cent. since the recent trade extension trip through that district.

The annual meeting of the Grand Traverse soldiers and sailors of twenty-one counties of the State will be held at Traverse City Sept. 13 to 16.

The Pontiac Commercial Association is starting a civic improvement campaign in that city. A free illustrated lecture by an outside expert was given last week and others will follow. The Association also plans to start a civic employment bureau.

Detroit will entertain the National convention of Moose next year and the Journal, in the light of the city's recent experiences at the hands of the Elks, does not show much enthusiasm over the meeting, speaking of it as being "infested with a new variety of bird."

To take care of increased traffic the D. U. R. has promised twenty minute service of cars between Detroit and Pontiac.

Interviews with business men of Mt. Clemens relative to reports of calamity howlers that trade has fallen off since the enforcement of the law regarding gambling, bawdy houses and open saloons on Sunday, show that this is not true. Business in all legitimate lines is better than ever before.

The Michigan Retail Shoe Dealers' Association will hold its annual convention in Ann Arbor Sept. 6 and 7. Manchester celebrated its first homecoming day Aug. 24 and about 500 former residents of the town returned and were made glad.

The Gaylord Commercial Club has voted to join the Northeastern Michigan Development Bureau, which was organized less than a year ago and is aiming to advance the membership to 200. This Association will make exhibits at the Chicago land show and the Detroit and Grand Rapids fairs this year.

Almond Griffen.

A little too much learning is a dangerous thing.

Get my prices on
**Eggs, Packing Stock
and
Dairy Butter
Veal and Poultry**
F. E. STROUP
GRAND RAPIDS, MICH.



WAYNO
Ginger Ale

If you haven't ordered "Wayno" Ginger Ale yet, do so today and we'll both be happy. It can't be excelled in quality and it's packed so nicely. Just 30 bottles in a case.

Wayno Mfg Co.
Fort Wayne, Ind.

Young Man, Do You Want To Better Your Condition?

If you have been a successful merchant or clerk and would like to put yourself in a position to earn more money, write us, giving a full description of yourself and your success up to date. We have calls almost every day for MEN WHO DO THINGS, and, if you are worthy, we can, no doubt, be of service to you.

Tradesman Company
Merit Department
Grand Rapids

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.

Much Currency in Circulation Worse For Wear.

Popular fiction in touching upon some climax involving the payment or passing of money between two persons has the habit of referring to the "crisp" bills with which the climax is reached.

On the other hand, the general public almost everywhere discovers that "crispness" in a bill is a rarefied rarity. In thousands of small shops all over the country a really "crisp" \$20 bill, handed over in payment of a due, may set the receiver of the money on his guard. He is not accustomed to crisp money. He seldom sees it and in view of the counterfeiting that is reported in his newspaper occasionally, he'll fumble the bill and look through it and search out the threads of silk that he knows should be embodied into the paper. He is uneasy until his local bank has counted it in and credited it as a deposit.

There are health authorities, however, which have been criticising the currency of whatever kind which long ago lost all its crispness and which has become soiled, roughened on the surfaces and tattered at the edges. That latest discovery of germ life in the currency notes of promiscuous circulation, points to 92,000,000 germs found upon a single note—probably a \$1 bill at that—and classifies among these germs the smallpox, typhoid, scarlet fever, tuberculosis and diphtheria bacilli—which ought to frighten the ordinary individual out of all consideration of any paper money above a \$5 bill at least.

On the other hand, the old paying tellers in banks stand at windows a living, healthy army in dispute of the germ activity. Some of these men in modern banks have got gray enough as receivers and payers of soiled, germ laden bills to pass on up to assistant cashiers, cashiers and even into the chair of bank presidents.

In the United States Treasury and its sub-treasuries, where the worst treated bills of the country come in millions for redemption and a new issue, the workers remain as good risks to any insurance company, no matter how some of them may be regarded by the surety companies. Has any one ever observed that the handlers of these billions of dollars a day in banking and commerce of the country are subject as a class to

smallpox, scarlet fever, typhoid and diphtheria because of this literally tainted money?

Now some of the banks and financial institutions of the country are taking up the subject of less germful money, concealing that 92,000,000 of these bacilli on a \$1 bill, is an excess population, probably in defiance of the laws of the various states.

In this time of the high cost of living it may be uninteresting to the average man who will tell you that his currency goes so quickly to the grocer, butcher, baker, dry goods and furnishing houses that it scarcely more than grazes him. It remains, however, that the currency of the country may pass in a day from the worst city slum to the pocketbook of a millionaire on the finest boulevard in the city. And certainly the physician does not overlook a tender of money from the poor family that is quarantined because of a contagious disease. How could he?

As to mistreatment of the currency of the United States, probably the farmer is the worst offender. He may have his bank account, but he does not like to write checks often. He is not in danger of robbery, especially if he has a good dog in his front yard. Therefore he carries more money around in his soiled, sweaty old pocketbook than does any other class of citizen. He "wads" his currency into the pocketbook, shoves the book into his overalls pocket and goes about his work with it year after year.

The cashier of the country bank always has been a critic of the farmer because of his slovenly way of handling his currency. A farmer may have a sale of fat stock, put \$1,000 in bills in his pocket and sit on it for a week until he finds it convenient to put it into a bank. In hot weather, especially, such money is about as easy to separate and count as would be sheets of pasty newspaper, mixed with grease and paint and paste.

One banking expert—who can not escape some degree of self interest—is advancing the proposition that the Government issue fewer of the small bills, in which case the average citizen would get accustomed to writing checks in larger numbers, giving to the public the cleanest possible form of currency, as after a check finds its way to the paying bank it never is issued again.

Hollis W. Field.

To-day Nominally Ends the Summer Season.

This is the last day of August. The calendar gives us three weeks more of summer, and doubtless there will be days warm enough to make us hold the calendar in respect. But when we turn the page to-morrow and find September printed thereon the popular impression will be that autumn is here. And this impression will be strengthened by all Nature around us. The autumn haze is in the air. The sun and winds are ripening instead of growing, as in spring. The night sounds are of the fall. The fall fruits and vegetables are in the market. Vegetation of all kinds is taking on not the gaudy tints that mark the finish, but the deeper and darker tones that indicate maturity. With September come many changes not only in outdoor life, but in the social circle, in business, in wearing apparel, in what we eat and in what we do. Evenings at home with friends gathered around will soon have their charm and the joys of resorting, of surf bathing, playing in the sand and fishing will be forgotten. Solid reading will take the place of summer frivolity. Pork and beans and corn beef and cabbage will succeed the light eating of the warm weather period. The oyster will resume its sway. There will be banquets and dinners and luncheons once more and to them we will go with relish. In the matter of wearing apparel the straw hat will be the first to go, and then the gauze underwear. The playtime will be over for the children as the school bell calls, and it will be over for the grown-ups, too, for with September comes the serious things of life, work and business, religious activity and political hustle, house cleaning and stoking the furnace, fall clothes and packing away the summer things. The Saturday half holiday will be over for the factory hands and the Thursday half day off for the grocer and the butcher. The grid iron will take the place of the diamond in the hearts of the sport loving population, and the sportsman will go forth with gun instead of fishing rod. There will still be some boating and two or three months more of golf, but the time is in sight when sled and skates will be in demand.

The seasons change as the year rolls by and one of the great changes,

the shift from summer with its memories of spring to autumn with its suggestions of winter is at hand. The summer now so nearly ended has averaged up well with the summer of other years. Autumn in Michigan is a glorious season, but with all its glories there will be regret in most minds that the summer with its outdoor life and many pleasures is passing.

Facts Disclosed by Alaskan Census.

Alaska has more gold than California.

Alaska has more coal than Pennsylvania.

Alaska would make 470 Rhode Islands.

Alaska has the only tin mines in the United States.

Alaska has 599,446 square miles—383,645,444 acres.

Alaska has the greatest fishing waters in the world.

Alaska is over twice the size of the German empire.

Alaska is fourteen times the size of New York State.

Alaska has more copper than Michigan and Arizona.

Alaska is one-fifth the size of the United States proper.

Alaska has paid for itself twenty times over in fish alone.

Alaska was purchased for \$7,200,000, less than two cents an acre.

Alaska has paid for itself twenty-five times over in gold and silver.

Alaska is estimated to have half as much coal as all the United States.

Alaska has the greatest cattle and sheep ranges under the American flag.

Alaska has 4,750 miles of general coast line; the entire United States has only 5,705.

Alaska has the highest mountain under the American flag—McKinley, 20,300 feet.

Alaska is larger than all the states north of the Ohio and Potomac Rivers and east of the Mississippi.

Alaska is in the same latitude as Sweden, Norway and Finland; has a much better climate, more arable ground and is much larger than all three of those countries, which have a total population of 10,030,000.

Alaska, in a word, is worth while and those who would conserve its resources for the benefit of the nation have undertaken a job that is worth while.

Headquarters in Grand Rapids

YUILLE-MILLER CO.

DISTRIBUTORS OF FRUITS AND VEGETABLES

We are offering to sell our services. We want to market your crops and on a reasonable basis. We specialize in the selling of fruits and vegetables just as you are a specialist in raising them. We know the markets that want your products most, and we know the men that are fair to deal with. Let's get together. Let US dis-

tribute your products. We believe we can please you for we have a trade throughout the United States that consumes more goods than we can supply them with.

We want your consignments, also your quotations by wire or mail on what you have to sell.

You, no doubt, know us, but if not

ask The Packer, Produce Reporter Co., any produce paper or commercial agency. The National League of Commission Merchants, or the Western Fruit Jobbers, or your own bank or any bank in Grand Rapids. We are bonded Commission Merchants of the Produce Reporter Co. Get in with the Yuille-Miller Company.



A DEAL IN CLOTHING.

There Is No Profit Until the Sale Is Made.

Written for the Tradesman.

"Winter suits and overcoats in September!" almost shouted the clothier. "I should say not! What I want now is to run my fall stock off."

The salesman from the manufactory stood his ground.

"I'm giving you a good thing," he insisted.

"Not for me," said the merchant. "I'm not looking for a bunch of trouble. No risks for me just now."

"No risk at all," asserted the salesman.

The junior partner entered and stood listening to the talk.

"All you have to do is to advertise," observed the salesman, taking the junior partner into the talk with a smile.

"I've done nothing but pay advertising bills all summer," growled the senior partner, turning away with a frown.

"What do you think of that?" asked the salesman of the junior partner. "We're closing out a large stock at cost of manufacture, and I can not interest half the dealers I strike."

"Tell me about it," said the junior partner, who was just new enough at the game to be a little sporty.

"We want to close out a lot of winter suits and overcoats," explained the salesman, glad of a chance to repeat his proposition, "and we're offering suits that sell for \$18 for \$8. What do you think about that?"

"Goods all right?" asked the junior partner.

Best in the land. We haven't made these goods to sell at these prices, understand. We want to unload. What do you know about making \$10 on every sale?"

"But if they don't sell?"

"Sell!" ejaculated the salesman. "Why, if you do the right kind of advertising you can sell anything—you can sell overcoats and winter suits to naked men under the Equator with the right kind of dope in the newspapers. I read last night about a man who sold last year's telephone directories to people who could not read, and who had no telephones—just by advertising right."

"Never mind that fellow," said the senior partner, turning back to the junior with a laugh. "He's nutty on advertising."

"People buy coal in May or June, don't they, because they get 50 cents a ton off?" demanded the salesman. "Well, why won't they buy overcoats and winter suits in September if they can get 33 per cent. off? You buy these goods and advertise them at \$12 and they'll go so fast that you'll have to give out checks, as they do in barber shops on Saturday night."

"How many could we sell?" asked the junior.

"About 200 overcoats and 200 suits," was the reply.

"That would mean a profit of \$1,600 on the lot," mused the junior.

"It would mean a lot of out-of-date goods on hand!" grumbled the senior. "I'm not a candidate for the foolish house."

"No," said the salesman, "it would not mean a profit of \$1,600. You would have to spend at least 600 in advertising."

The senior dropped back against the counter.

"Six hundred in advertising!" he shouted. "And take our chances?"

"With the right kind of advertising," said the junior, "I think it could be done. Suppose we try it. A profit of \$1,000 is worth figuring for."

"Look here, young man," said the senior, "you're always wanting to tackle some fool game. A good salesman can talk you into almost anything. Now, I've always held you back, but if you want to go into this thing go ahead, and I'll stand my share of the loss just for the sake of showing you that conservative methods are the best."

"Two hundred suits and overcoats ought to go, all right," said the junior.

"Go ahead, then!"

The senior walked off with a disgusted look on his face.

"If your goods are as fine as the samples," said the junior, "you may ship them in. I want to see what I can do."

The day following the arrival of the stock the senior went away on his vacation, for he declared he could not remain friends with his partner and see the money thrown away.

The next day advertisements something like this appeared in all the daily newspapers of the town:

"You've just GOT to do it!"

"When the snow blows down your back and asks what you've done with your summer's wages you'll feel CHEAP.

"That is, if you don't pay \$24 right now for what you will have to pay \$36 for in about eight weeks.

"Twelve dollars will take you on a mighty fine vacation trip.

"Besides, you'll feel the same satisfaction a man feels when he's got his winter's coal in the bin.

"We'll talk about the goods in a later announcement. We desire now to call attention to the saving you can make."

The senior 'phoned back from his summer cottage as follows, as soon as he read the advertisements:

"That's the rottenest advertising I ever saw."

The junior smiled and wrote more advertising.

The next day full pages carried this:

"You've just GOT to do it!"

"Winter is coming and you've GOT to have an overcoat and a new winter suit.

"You can't cheat the weather clerk. These goods were made to sell at \$18.

"We are selling them at \$12.

"If they are not \$18 goods we'll give them away.

"Now go out on the street and see if you can pick up \$12 any easier."

Here followed a description of the stock in detail.

The next day the senior telephoned in:

"How are they going?"

The junior 'phoned back:

"I haven't spent the \$600 yet."

"You're making a good try at it," grumbled the other. "We'll have to burn soft coal this winter to make up for this."

The goods moved slowly for a couple of days. The junior kept pounding it into the heads of his townspeople that in eight weeks it would cost them \$12 more to fit out for winter. On the fourth day the advertisements read:

"We can't make a profit until we SELL the goods, can we?"

"We can't get you into our store now without making special inducements.

"We want to let you into a bargain.

"No gambling joint could run if no one ever won.

"No store is well-known unless the people talk of the bargains they get there.

"It takes more than price to make a bargain.

"Look at the goods and see if you can make \$12 any easier."

Again the goods were described fully. Again the senior telephoned in:

"In arranging the store for winter be sure and leave a place to store those \$12 suits and overcoats."

The junior 'phoned back:

"I have arranged with the City Bank about that."

On the fifth day the junior had large handbills printed and sent to all the manufacturing plants in town. Saturday night twenty suits were sold and the next week the clerks were busy with the winter suits and overcoats. The workmen told each other that the sale was on the square.

Toward the end of the third week the senior walked into the store with a grin on his face.

"Have you sold enough goods to pay for the advertising?" he asked.

"Where is the salesman who could sell last year's telephone books to people who had no 'phones and who had never learned to read?"

"I've just sent for him," replied the junior. "I want to order some more of those suits and overcoats."

"Padded room for you!" laughed the senior.

"Well," replied the junior, "you take a walk back there and see if you

can find any of the suits and overcoats. Look here," he added, "this thing would have been a frost in May, June, or July, but in September—with cold weather only about eight weeks off, it was just the caper."

"You don't mean to say that you have sold the entire stock?"

"The newspapers and the prices have sold the stock," was the reply, "and our store is so well advertised that our ordinary trade has almost doubled. And I've spent only \$400 in advertising. Do you hear the scheme making a noise like \$1,200?"

It was because the time was ripe that the sale went. That is the thing for the merchant to consider. And the goods were right.

Alfred B. Tozer.

The Reason Why.

A local preacher, at the conclusion of one of his sermons, said: "Let all in the house who are paying their debts stand up." Instantly every man, woman and child, with one exception, rose to their feet. The preacher seated them and said: "Now, every man not paying his debts stand up." The exception noted, a careworn, hungry-looking individual, clothed in his last summer suit, slowly assumed a perpendicular position.

"How it is, my friend," asked the minister, "that you are the only man not to meet his obligations?"

"I run a newspaper," he merely answered, "and the brethren here who just stood up are my subscribers and

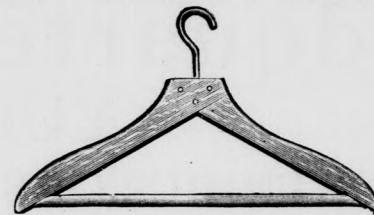
H. A. Seinsheimer & Co.
CINCINNATI
Manufacturers of
"The Frat"
YOUNG MEN'S CLOTHES

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

Made in Chicago by
BECKER, MAYER & CO.

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

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.

REAL RICHES OF LIFE.**Value of Illusions To the Business Man.**

Keep your illusions. Get rid of your delusions.

Illusions are our real riches. The disillusioned soul is bankrupt.

How can I tell one from the other? By the practical test; always the moral quality of a thing can be determined by how it works. "By their fruits ye shall know them."

An illusion is a fancy that produces hope and activity; a delusion is a fancy that produces despair and folding of the hands.

I once saw a man in an insane asylum sitting wretched and downcast in a corner; he sat there hours every day. When I asked what was the matter with him the keeper said, "He thinks some one is trying to murder him." That is a delusion. The madhouse is the normal end of a soul that entertains one.

When Handel was composing the "Hallelujah Chorus" he declared that he saw the heavens opened and heard the angels. That is illusion.

It is by illusions that Nature gets things done. She keeps dangling impossible fantastic forms of happiness and greatness before us to make us go forward, much as you hold a peck of oats before a balky mule to make him pull.

After a while we perceive that these were but dreams; we realize the hollowness of things; life is but pushing on toward a mirage; that is what is known as growing old; then we die; Nature kindly removes us, as being of no more use to her.

Faith means possessing a working illusion. It is the motive power of mankind. An ounce of faith is better than a pound of experience, when it comes to succeeding. In fact, the more wisdom and prudence and sound sense we store up by experience the more useless we become in the world's work.

Solomon Loses His Faith.

When Solomon was a young man he built the temple and stirred about mightily. When he grew old and knew it all he wrote the Book of Ecclesiastes, wherein you will find a good deal of pessimism like this:

"I made me great works; I builded me houses; I planted me vineyards; I gathered me also silver and gold. So I was great and increased more than all that were in Jerusalem before me; also my wisdom remained with me. And, behold, all was vanity and vexation of spirit. Therefore I hated life."

Mme. de Pompadour said to the Prince de Soubise: "It is like reading a strange book; my life is an improbable romance; I do not believe it. Gray hairs have come on, like daylight streaming in, the morning after; daylight—and a headache with it."

Mme. de Maintenon wrote to her niece: "I have been young and beautiful; I have tasted many pleasures; I have been universally beloved. I solemnly protest to you that all conditions leave a frightful void."

We see how wise an institution death is, which removes disheartened soldiers like the above three from the battle of life. Their trouble,

however, was not advanced age, it was loss of faith.

Kipling makes Private Mulvaney tell us how the victory was won by the fool boys who did not know enough to retreat; they thought they could charge and conquer; the experienced old campaigners knew better; so the boys charged—and won.

All great reforms are won by mistaken folk full of illusions and not by clever folk full of facts and tricks. It is the crazy fanatics that abolish the world's ancient frauds; shrewd diplomats and statesmen are helpless here.

Garrison, Wendell Phillips, Lovejoy, John Brown and the author of "Uncle Tom's Cabin," those were the advance guard of emancipation. After them came the politicians and the armies.

The French revolution was a wild, disordered dream. It became a nightmare. Men babbled of getting at once the things their descendants even now do not have, liberty, equality, fraternity. Still, if they had aimed at goals less high and impossible than these they would not have secured constitutional government for all Europe.

Most of the good in your own life and in society is the sediment that is left by the passing over of dreams. Therefore do not be too wise and careful.

The best part of you is the rainbow in your mind. You need enchantment. Life is cold and dead without fairies and ogres. Little children who are familiar with such unrealities are the happiest portion of the race.

Secret of Keeping Young.

When your illusions fade get new ones. The whole secret of keeping young is involved in this. Keep the child spirit. Be ready to remake your tastes. Every visitor is disappointed

by the first view of Niagara. Sensible persons remain a while and learn a new wonder that takes the place of the old. Goethe was at first disturbed and confused by Switzerland; only after repeated visits did the majesty of the mountains get into his spirit.

It pays to cultivate, to water and dig about deliberately and make grow lofty enthusiasm. If you have no sense of awe before great paintings of the old masters, great music, great cathedrals, the ocean and the sky, go to work and get some. Otherwise you remain silly, proud poor trash in the realm of spirits. Northcote mentioned a conceited painter by the name of Edwards, who went with George Romney, the famous English artist, to Rome and into the Sistine chapel; turning to Romney he exclaimed, "Egad, George, we're bit!"

The world is full of glorious illusions, fit to live and die by. Be clever, if you choose, and avoid them; cultivate the knowing, blase spirit of the persons who write reviews, throttle your enthusiasms; be more afraid of being ridiculous than of being dead and dried up; walk about with a cynical smile; sneer at youth; sit around and hate yourself and everybody else; and what do you get out of it? Ashes.

Love! If you have no one to love, love love itself! Seek noble emotions! Embark on high plans! "Hitch your wagon to a star!" Reform the world! Bridge over Lake Michigan! Write an epic poem! And let them laugh, if they will; for in you is cosmic energy pulsing and thrilling, in them laughter is the rattling of the dry bones of hope, the prison wind from the desert of dead illusions.

Frank Crane.

The funniest part of it is that the men who make fools of themselves seem to enjoy it.

Had Him in a Hole.

An old man in Georgia named Jack Baldwin having lost his hat in an old dry well one day, hitched a rope to a stump and let himself down. A wicked wag named Neal came along just then, and, quietly detaching a bell from Baldwin's old bell in hand, and began to tinging.

Jack thought the old horse was coming and said: "Hang the old blind horse! He's coming this way, sure; he ain't got no more sense than to fall in on me. Whoa, Ball!"

The sound came closer.

"Great Jerusalem! The old blind fool will be right on top of me in a minit! Whoa, Ball! Whoa, haw, Ball!"

Neal kicked a little dirt on Jack's head, and Jack began to pray:

"Oh, Lord, have mercy on—whoa—Ball!—a poor sinner—I'm gone now! Whoa, Ball! Our Father Who art in—whoa, Ball—hallowed be Thy—gee, Ball, gee! What'll I do? Now I lay me down to sl—gee, Ball!" Just then in fell more dirt. "Oh, Lord, if You ever intend to do anything for me—back Ball! Whoa—Thy kingdom come—gee, Ball! Oh, Lord, You know I was baptised in Smith's mill-dam—Whoa, Ball! Ho up! Murder Whoa!"

Neal could hold in no longer and shouted a laugh which might have been heard two miles, which was about as far as Jack chased him when he got out.

Lucky.

Stranger—Rastus, do the people who live across the road from you keep chickens?

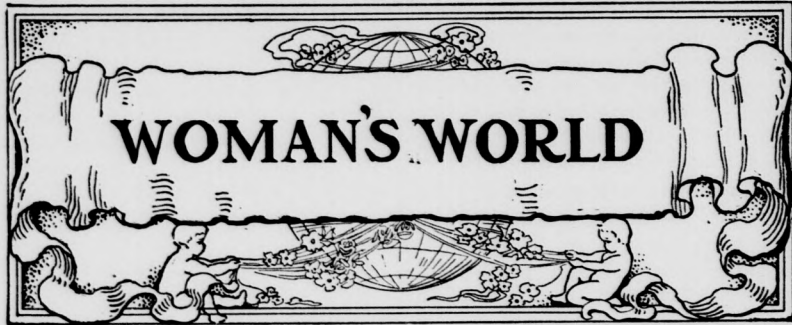
Rastus—Dey keeps some of 'em, sah.

Time flies, youth flies, money flies—and boarding-house flies are the worst of all.

You have had calls for HAND SAPOLIO

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

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.
Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.



WOMAN'S WORLD

Shall the Married Woman Earn Money?

Written for the Tradesman.

To earn or not to earn, that is a vital question with very many women. With great numbers there is no question about it. The unmarried woman or widow who has neither fortune of her own nor father nor other near relative able and willing to support her, must enter the lists of workers for pay. The married woman whose husband is poor and at the same time sick, incompetent, dissipated, shiftless or suffering from any kind of disability rendering him insufficient for the task of providing for his family—such a wife has no problem of ethics or expediency. It is a simple matter of keeping the wolf from the door. If properly qualified she may teach or do typewriting or clerking, or other such work. If not she turns to factory work, or sewing, or taking in washing, "to help out."

On the other end of the social scale are the women whose number, taken in the aggregate is very large, but who form only a small proportion of the whole number of their sex—the women who are the wives of men liberal, generous and on Easy street financially. These have no need to engage in any gainful toil and, except as an individual here or there feels a call to enter some profession or pursue some art, it is conceded by all that the time and efforts of such are best employed in home, social and benevolent duties.

Leaving out of consideration all those we have mentioned, there are yet a great army of women whose husbands are able to support in a way those dependent upon them, but who can not supply an income adequate to the wants of the family.

In some cases the money that is brought in is hardly sufficient, even with much calculation and stretching, to cover the ground of most necessary expenditures. In others all common comforts can be supplied, but there is not enough for luxuries that are desired, pleasures and spending money, properly so called. In all there is a lack felt plainly and often painfully.

What is a woman in such circumstances to do? Is it better to stay at home and struggle to make both ends meet and wrestle with the everlasting old problem of how to make one dollar do the work of two, which never has been nor ever will be solved to anybody's satisfaction, or to take arms against these financial difficulties and, as the current phrase puts it, "get out and hustle" to earn something."

The only general answer that can

be made to this question is the old, wise, noncommittal, "It all depends."

There are what I may term two great schools of advice for women: The woman's sphere people counsel every member of the sex to remain in the place to which they claim Nature has unalterably assigned her. If only she will content herself in this situation and perform faithfully her duties as a wife and mother they assure her that she will occupy the exalted position of "queen of an American home" and have bliss accordingly. They further strengthen their assurances with the antithetical threat that if she steps her wayward feet outside the circle they mark out for her some dreadful bugaboo surely will get her.

The other school of advice-givers tell every woman to follow her own bent and do the kind of work she likes best, providing her abilities and training have fitted her for it. If she can practice law they hold that it is not her place to cook and wash dishes. If she prefers keeping store to keeping house they tell her to go ahead with the store.

In this conflict of opinion what is the woman who is puzzling over the money earning question to do?

There really is little to be gained from either one of these two widely differing kinds of advice. The woman's sphere people never can imagine but just one kind of a woman. She is a little on the clinging-vine order and always has beautiful children and a model husband, willing, anxious and able to provide for all her wants. Every woman who is not of this type is mannish and anxious to get out of her sphere. No account at all is taken of the women who have no husbands or the women whose husbands are demonstrated failures.

The dispensers of the other kind of advice never take into consideration that a woman's family, her husband and her children, if she has any, are her first duty, and whatever she may undertake of business or profession should be subordinate to this. We have severe penalties for a man who deserts his wife or fails to provide for his children. The woman who will not make a home for her husband and give a mother's care to her little ones is also recreant to sacred trusts. Negligence of these duties is excusable in the wife and mother only when she is obliged to undertake the still more fundamental task of providing financial support.

However, this is very far from saying that the married woman of the class we have under consideration never ought to earn money. Every woman must size up her own situation for herself, taking into consider-

ation not only her own inclinations and capacities, but the welfare and happiness of those who are nearest to her; then act according to her best wisdom and judgment.

In many homes there are no children. A woman who has only her husband and herself to keep house for, and lives in a simple way, may if she has some craft or skill at her command, employ her leisure hours not unpleasantly and earn a few dollars every week. This amount will be a marvelous help in piecing out a slender income. I see no reason why a woman so situated should not do this. It in no way prevents her from discharging all her wifely duties and being a companion to her husband when his business hours are over. Many women help a part of each day in their husbands' stores or offices, and it would be a foolish pride that would prevent them from rendering this valuable assistance.

A woman who has only one child may, perhaps, be able to earn some money, and neither the child nor any of her home duties suffer neglect in any way; but the mother of two or more children must "go slow" in taking up other work than that of her own household. Particularly must such a one look out that she does not become absorbed in some exacting occupation which, before she really realizes it, is demanding the lion's share of her strength and energies.

I have known some women who managed their households, raised their children and at the same time were practicing physicians. Another friend of mine who had a family carried on a good-sized mercantile business. Some of these ambitious women can do wonders, but they are apt to fall short somewhere. In some cases it is the business that suffers; in others the family is slighted in the

"MORGAN"

Trade Mark. Registered.

Sweet Juice Hard Cider
Boiled Cider and Vinegar

See Grocery Price Current

John C. Morgan Co.
Traverse City, Mich.



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



The cash register, computing scales and 'phone save your time. The housewife appreciates time-savers too. Then tell her about

MINUTE GELATINE (PLAIN)

It is all measured. Every package contains four envelopes. Each holds just enough to make a pint. Time of measuring saved.

It requires no soaking. It dissolves in less than a minute in boiling water or milk without first soaking in cold water. More time saved.

Besides, it is the clearest, firmest gelatine to be had.

Use these talking points and they'll help the sale. The sale helps you. It pays 36 per-cent. Don't sell at less than two packages for 25c. It's worth even more.

Send your jobber's name and ask for a package to try yourself. It's free.

MINUTE TAPIOCA CO.,

223 W. Main St., Orange, Mass.

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!**

apportionment of attention; or the woman may work herself into an early breakdown.

Luxuries, fine clothes, expensive educational advantages — anything that money can buy—never will make up to children what they have lost in having their mother always hurried, worried and preoccupied.

As has been said, this whole subject of a woman's earning money is an individual matter that can not be settled by following advice given at wholesale, and so suited to no particular case. Quillo.

Foolish Questions Familiar To the Storekeeper.

In one of the department stores the other day a woman dressed in a pink gingham blouse and with a market basket on her arm, walked up to a stout, little floorwalker with a bald head and a big waist, asking: "Which way to the basement, mister?"

"The stair to the right, madam," answered the little man with the suavest smile.

"Up or down?" questioned the woman, still undecided which way to turn.

"The basement is downstairs, madam," assured the floorwalker in his pleasantest voice, although he turned quickly to bury his face in a handkerchief. After subduing his merriment slightly, he said, "Every day I think that I am the man in the funny page of a newspaper—the kind that winds a clock and some one comes along and asks, 'Are you winding your clock?' and he answers, 'No, I'm making a fire.' I do not answer that way in the store, we can not be impudent, you know; but—" and the little floorwalker got red in the face and his teeth showed in a broad smile. "Coming in contact with so many people," said he, "the clerk who sees the funny side to everything is kept busy laughing all day.

"Once a woman from a village, where every one knows when all the trains are due because usually the whole population goes down to meet every train, asked me, "When does the next train leave for Milwaukee, mister?" For months the boys had only to say 'Milwaukee' to me and we'd go off into hysterics. When the salespeople get together at a banquet, a ball game, or a picnic, and tell their experiences, why the funny papers are out of the race with the comical questions asked in a department store."

The saleswoman at the jewelry counter tells about a dark woman who fingered all the gaudy napkin rings, the ones with Japanese butterflies on them, the plain band ones, two inches wide, and the filigree ones and then asked, "Are these bracelets, miss?"

When the photographer wishes to be entertaining, he relates "The Story of the Widow," as he calls it. One day a woman in deep mourning came in followed by her little girl.

"Do you wish a sitting, madam? I can give you from 11 to 12 on Monday, 2 to 4 on Tuesday," said the photographer.

"No, I don't want no pictures took," declared the widow. "I want

you to make a picture of my husband what's dead and buried goin' on two months. I told him to have his picture took. I always says to Philander, 'Now, Philander, do have some postal cards took. I always says to Philander, 'Now, Philander, do have some postal cards took, so if anything happens to you, I'll have a picture to remember ye by.'"

"Oh, go on, ma, I'm good for twenty years yet. I hope you are not looking forward to bein' a widder. Do you want ter put my picture in the cornfield to scare away the crows?' or something like that. He put me off. So I haven't even a postal card picture to remember him by," wailed the widow, burying her face in a white handkerchief with a black border. "Now, my Lizzie there has eyes and a pointed nose just like her father's, can't you take her as a model and make up a picture of her father?" she asked, bringing forward little weazen faced transformed into the portrait of a big burly man.

"Impossible," replied the photographer and the air at once turned blue with her disappointment.

Once a man bought a straw hat and walked out with it on his head. In a few minutes he returned, carrying a bunch of crushed straw. "My hat blew off and a horse stepped on it," he exclaimed. "Now, what are you going to do about it?" when he soon learned that the firm did not insure its goods against misfortune.

All salespersons in business long are familiar with: "Will the pink fade? How long will the shoes wear? Is this an unbreakable lamp chimney? Do these gloves soil easily? Does this open work pattern wash well. Will the plaits in this skirt become rumped soon? Is this ribbon waterproof?—Harriet Ferrill in Worker's Magazine.

Some Mental Arithmetic.

A wife surprises her husband with a present of a dollar shirt and herself with a pair of silk stockings costing \$6. What was the cost of all?

A man who desires to move a coal stove weighing 200 pounds calls in a neighbor to lift 180 pounds of the weight. How much was left for the owner of the stove and what did the other man say when he got home?

A tramp has 200 feet to go to reach a gate, while a farmer's dog has 300 to go to bite the tramp. The tramp is traveling twelve miles an hour and the dog twenty. How near the gate will Weary be when the teeth get him?

A man pays 50 cents for laughing-gas to have a tooth pulled. The dentist could have pulled six as well as the one and without extra cost. How much was the patient out of pocket by hanging on to his teeth?

A young man wagers 50 cents that he can put a billiard ball into his mouth and he wins the bet. To get the ball out a surgeon has to knock out seven of his teeth, which a den-

tist charges \$10.50 to replace, and the services of the surgeon are worth \$10 more. What was the financial gain to smarty?

In a Word.

Mrs. Meeker—I've never had the pleasure of meeting the wife of your friend, Mr. Henpek; what type of woman is she?

Mr. Meeker—Dreadnought!

His Idea.

Oldwed—So you got a wife at last, eh?

Newwed (formerly an 'old bachelor)—Well, it is hard to tell whether I've got her or she's got me.

A girl's substitute for wild oats is to spell her name Maymye or Lucylle.

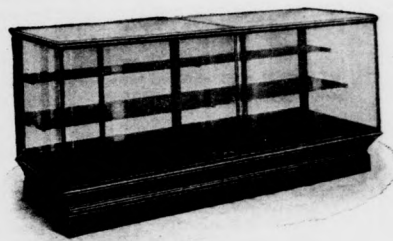
Klingman's Sample Furniture Co.

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. Grand Rapids, Mich. Opposite Morton House



Have You a "Crackerjack" Case In Your Store?

This is the case that has captured the hearts of hundreds of merchants. It is selling goods in scores of successful establishments.

A "Crackerjack" Case will give to your store that touch of dignity and refinement which is so essential if you would win and hold the higher class trade.

A "Crackerjack" Case is a crackerjack salesman. It shows the goods to the best possible advantage and silently but effectively appeals to the buying instinct of your customers every hour of the day. It is a case that every merchant can easily afford, because it is an investment, and a good investment is never an expense. It is a case that will always look new—always wear well—always satisfy.

Case glazed with two piece bevel plate glass top heavy double strength glass in front. Case is 42 inches high and 26 inches wide. Glass sliding doors in rear on ball-bearing roller sheaves and metal tracks. Two quarter-sawed oak finished shelves resting on nickel-plated brackets. Made in six, eight and ten foot lengths golden oak finish ready for shipment.

WRITE FOR CATALOGUE T

GRAND RAPIDS SHOW CASE CO. GRAND RAPIDS MICH.

The Largest Manufacturers of Store Fixtures in the World



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

FICTITIOUS VALUES.

Why They No Longer Attract the People.

Written for the Tradesman.

One of the biggest mistakes of modern advertising is to put out a list of imaginary and fictitious values. The continued practice of this form of advertising bids fair to swamp the entire structure.

That it is a great evil admits of no doubt and its continuation will not only hurt the individual advertiser but is very likely to hurt all forms of publicity.

A long-suffering public will at last rebel and while a "smooth" advertiser may delude himself into the belief that they are swallowing his medicine, they are secretly spitting it all out. If the values you are putting out are not genuine, stop it! You are only fooling yourself.

All inflated values quoted in your advertising are discounted more or less by the people who read them. Your public soon take your measure. They are not so slow on real, genuine values as the average merchant is apt to think they are; and the quicker we all learn this most important lesson the better for all of us.

If this idea does not soon soak in there is grave danger of overdoing quotations and a natural revulsion is bound to follow. I am not so sure but what this one feature of advertising has already done a lot of mischief. Where the fraud is discovered the result is easily foretold. You remember the old saying of Abraham Lincoln, "You can fool some of the people some of the time and you can fool part of the people part of the time, but you can't fool all of the people all of the time." They will find you out. You simply can not keep it up without discovery. If they don't, it will be only a question of who can tell the biggest lie—you or your competitor. If you advertise \$10 articles for \$4.98, he is apt to say that he is selling the same for \$3.98 or \$2.98; and you will keep it up until the falsehood is so plain that any fool can see that you are both either drunk or crazy.

If your quotation is for a \$25 value marked down to \$11.88 and you do not produce the goods you will suffer the consequences.

Do not misunderstand me. I am not after the honest advertiser. I take off my hat to the gentleman who has the business sense to cut the price on any kind of goods where there is a chance of turning the same into the good hard coin of the realm, rather than take chances by carrying the merchandise over to another season and bumping up against something which will meet the popular favor and outsell his last year's styles.

I think that right here is where many advertisers "fall down" and their efforts to win business through the medium of printer's ink become a dismal failure.

Nowadays you will find that the buying public are good judges. They are posted on styles, patterns and quality. They are more discriminating than the buyers of retail goods were found to be a dozen or twenty

years ago. They are better judges of values.

Do not delude yourself that you can advertise anything "worth," say, \$1, which you are selling at "special sale" for 39 cents, unless you are positively handing out the goods. You must make good. If you don't you had better save your money and not "help out the printer." For you are not doing him a favor and you are certainly not doing yourself any good.

Revolution in Advertising.

Perfection is not attained by a single step.

The art of advertising is continually being revolutionized. Clever brains are evolving new theories which are being found practical. The ideas which were accepted and universally adopted and followed twenty years ago are out of joint, out of date and almost ridiculous in the light of present methods, but there is still room for further improvement. It takes courage to adopt anything different, new and out of the usual order of things.

EDITORIAL

Much comment has been created by the policy of this store in eliminating all Comparative Values—such as "\$25 Suits for \$12.50."

Many people have written us commending our stand in this matter, and others have talked to us in person.

Here's what one customer said:

"Do you know that you fellows are on the right track in that comparative value business? My wife said to me the other night that your 'ads' have a ring of TRUTH about them that makes her come to your store. People are getting everlastingly tired of reading a paper full of lies. They want the 'TRUTH.'"

This statement is right to the point. Exaggeration doesn't promote the sale of goods permanently, nor does it create confidence. We keep our advertisements free from all comparisons of value with prices, because we believe that CONFIDENCE is best promoted by the plain statement of facts—telling all about the merchandise and quoting the prices at which we offer the goods—more than that—we give your money back without a quibble if you want it.

Your money is yours after you part with it if the goods are not entirely satisfactory.

That's why our business is growing so rapidly. There's safety and confidence in every transaction.

GIMBEL BROTHERS.

Here comes one of the greatest business organizations in this country, which has the courage of its convictions and adopts the new standard. It will win out! Why will it win on these lines? Because it is a structure founded on the eternal rock of honesty, truth and integrity. Such a building will last for ages, while the house built upon the sands will wash away. The great business concern with immense stores in Milwaukee, Philadelphia and New York is Gimble's. They have just opened a large magnificent place in New York City and they have "cut out" advertising the comparative value plan of showing what the former price was and what the special sale price will be.

I want to call your special attention to their "editorial." It rings

true. It shows character and courage. Such advertising inspires confidence. They repeat what a customer says about "people getting everlastingly tired of reading a paper full of lies." When such a big concern decides upon a new policy and it has so many apparent advantages, it is quite natural to suppose that the "new style" may meet with serious consideration, at least, if not with actual adoption by wide awake, bright-eyed, keen business people all over the country. The discount sale is good where the customer gets the reduction figured out at the time the sale is made. It is bonafide and, of course, is perfectly legitimate; but where a customer is led to believe through advertising or salesmanship that an article is of a higher value than the selling price, especially if there is a wide difference between the "former price" and the present price, the buyer is apt to have a poor opinion of the store if he finds out that the "former price" was a myth and that he did not get near as big a trade discount as he was promised.

The principle is wrong; in other words, the use of such methods lacks principle. How would you feel if you sent a new buyer to market to attend a wholesale "End of the season" sale, where big reductions were promised, and when you opened the goods at home you would find the same old price? You might not kick up a fuss about it, especially if you were in urgent need of the merchandise just opened. You would perhaps say, "Well, it is a good

H. LEONARD & SONS

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

G. J. Johnson Cigar Co.

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

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.

value anyway," but down in your boots, what would be your honest opinion of such methods?

You would not commend the use of such trickery in the buying of whatever line of goods you may handle. Why should you countenance the use of such advertising methods in the selling of your goods? Brother, it is a mistake and a fatal mistake. Let us turn a new leaf and drop the "comparative value" style of advertising.

I want more good things to pass around to the readers of the Tradesman. Don't you have any advertising problems? If you do send along your ideas and I will be glad to give you the benefit of whatever suggestions I can offer.

Plan your advertising campaign ahead as far as possible. In this way you get the goods ready or have a chance to buy whatever you need to make your sales a success. It is none too soon to plan your fall opening sale now.

I may take a notion to outline a little something along this line. Won't you kindly drop me a line to let me know whether you are reading these talks, even if it is only a postal card. I would like to know whether these little talks are of any use to you. Please always address me in care of the Tradesman.

I will have something to say about telephones in a future issue. I may decide to give you a complete set of plans already worked out in detail for the putting on of a seasonable sales event that can be made to fit your business; but I am a queer fellow. When I was a little boy I would stop work unless I had encouragement, but if they would pat me on the shoulder and tell me I was on the right road I would just about work my head off.

I am, naturally, anxious to know if I have an audience. How about it?

I realize that you are not in the habit of asking for advice or sending in your past or present advertising for suggestions and criticism; but I want to hear from you. I may be able to do you some good; at any rate, I am willing to help you all that I can.

Hoosier Storekeeper.

The Dabbler.

Busiest of all the near failure types is the dabbler.

Ever pursuing the will of the wisp side issue, he rushes here, there, all the while trampling headed grain in the field of specialization which needs only his keen mind to cut and a firm hand to bind.

But he has the saving grace of hopefulness. His excuses are not the complaints of the persecuted nor does he shoulder his shortcomings on fate. He is always optimistic for the next venture.

Time will come, however, when his brain and body will no longer serve as a clearing house for the thousand and one ideas. Nor will those whose accounts have been handled there remember the medium, for each one's share is small.

Save finger print smears on the light of achievements he leaves no mark. For he has versatility but not vertebra.

REPRESENTATIVE RETAILERS.

F. N. Cornell, General Merchant at Sebewa and Sunfield.

Frank N. Cornell was born in Grand Rapids April 25, 1860, which happened to be the day on which the Civil War was declared. His father's step-father owned the first brick yard established in Grand Rapids, and on the death of the step-father his father and uncle continued the business until 1862, when his father located on a farm in Oakfield township. Frank attended school until he was 14 years of age, when he began clerking in the general store of N. H. Gould, at Oakfield Center. He afterwards changed to the general store of E. L. Boynton, at Griswold. In order to acquire an accurate knowledge of the business he subsequently took charge of the general store of J. T. Norton, at Oakfield Center, working for \$10 a month and boarding himself. The sales of the store at that time averaged \$20 a day and he was the only person employed in the store. Mr. Norton visited the Grand Rapids market once a week to purchase goods. Aside from this assistance the management devolved entirely upon Mr. Cornell. In 1885 he formed a copartnership with Alonzo Griswold and engaged in general trade at Griswold under the style of Cornell & Griswold. The partners contributed \$200 apiece to the capital stock and the business prospered to that extent that Mr. Cornell purchased his partner's interest two years later for \$2,000. He had no money with which to make the payment, but he was so well regarded by Lester J. Rindge, O. A. Ball and John Snitseler that they voluntarily furnished him the money and also gave him lines of credit which enabled him to carry on the business successfully. Eighteen months later, on Sept. 10, 1888, Mr. Cornell removed his stock to Sebewa, where he has since continued the general merchandise business. He carries a \$10,000 stock and has one of the most up-to-date country stores in Michigan. Seven years ago he engaged in general trade at Sunfield, where he carries a stock which approximates \$20,000. Griffin Weippert is manager of the Sunfield store. The sales at both stores aggregate \$50,000 annually, principally cash.

Some years ago Mr. Cornell joined Mr. Butler, Manager of the Shredded Wheat Biscuit Co., in opening a grocery store at Niagara Falls, under the style of the Butler Grocery Co. The business was capitalized originally at \$15,000, but the capital has been increased to \$30,000. Mr. Cornell recently sold his interest to Mr. Butler at a very handsome profit.

Mr. Cornell was married Dec. 25, 1885, to Miss Jessie De Graw. Mrs. Cornell died about ten years ago, leaving three children. The older child—a daughter—was graduated in June from the literary course at the University of Michigan, and sons of 12 and 10 years, respectively, are being fitted to follow in their father's footsteps. The family reside in a beautiful home at Sebewa, which is one of the most complete and home-

like residences in the State. Mr. Cornell is a member of the Methodist church of Sebewa, which he has served in the capacity of Trustee and also as Superintendent of the Sunday school. He is a Mason, Odd Fellow and a Woodman.

Mr. Cornell attributes his success to hard work and sticking to it. He has never been in the habit of going away from home very much and has but two hobbies—fishing and hunting—which he indulges to a moderate extent. He is naturally very proud of the fact that he has never sent an order to a jobbing house that was not filled promptly and also that he has never permitted a note to go to protest. He has long been on Easy street and has demonstrated that there is money to be made and satisfaction to be gained and success to be achieved in conducting a first-class retail store in a country town.

Progress in Education.

When college presidents, professors, school superintendents and teachers hammer at our present educational system as they are now doing there is bound to come some radical changes. Heretofore educators have upheld the system, but of late there has been a marked change of opinion. They are beginning to recognize, what business men have long realized, that many of our educational methods are worse than useless.

The uniform requirements for college entrance hamper the work all through the grammar and high schools. With only 3 per cent. of the boys and girls going to college it is worse than ridiculous to shape the work of all to this end.

There must be recognition of the fact that the majority of boys and girls finish their studies in the grammar and ungraded schools. They must be taught there more about the things they will use through life—agriculture in farming districts, mining and the various trades and industries. The common sciences and industrial matters can be taken up more thoroughly in the industrial and high schools.

Let those who can go to college, but let us have instant recognition of the fact that our common schools must be changed to better fit their students for the work of life.—Farm and Home.

A young American attended a banquet of physicians in London. She was decidedly good to look at and the gentleman on one side, glancing at her approvingly, remarked to her admiring escort facetiously: "By George, we have a duck between us." She retorted: "Why, because I am between two quacks?"

OPPORTUNITY OF A LIFETIME

We offer for sale a choice and well-selected general stock inventoring 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.

The BEST Sellers
BAKER'S COCOA
and CHOCOLATE



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

52

Registered U. S. Pat. Off. **Highest Awards**

Walter Baker & Co. Ltd.

Established 1780 **DORCHESTER, MASS.**

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.

BABES IN THE WOOD.

Two Infants Who Admitted They Didn't Know How.

Written for the Tradesman.

There are too many girls who pucker their pretty faces when asked to wash dishes and sweep rooms. There are too many girls who refuse to be "bossed" by their mothers. These girls create unhappy homes, just as surely as the sting of a bug breeds wormy apples. They lack more than knowledge of household affairs. They lack discipline. And without discipline they are perfectly useless forms of animal life.

Without discipline there would be no sky-scrapers, no railroads, no department stores, no individual homes with birds singing in the windows and roses nodding over the porches. Discipline is the difference between a loin-cloth and a gown from Paris.

When Augustus comes courting Geraldine who talks back to her mother when there is bread and cake to bake, she thinks life will be one bloom of tailor-made suits, clean shaves and contempt for money where her wishes are concerned. She doesn't know anything about Augustus in overalls, all perspiration from work and trying to pry a \$1,500 living out of an \$800 salary.

And Augustus looks upon life as a succession of white dresses, and brown hair with roses above shell-like ears, of shaded lights in the parlor and a contralto voice wooing pedestrians to look in over the lawn. Augustus and Geraldine think their love for each other will always keep them young, always keep them in money, always give them the best of everything, always hedge them from the worries of life. They do not know, not yet, that they are babes wandering around in the wood, taking the wrong path and doing the wrong thing. But they will find out.

In time they'll learn that an undisciplined heart is a poor asset to begin life with, and so the sooner Augustus quits being a cigar-store and barber-shop young man, and the sooner Geraldine learns that she can not have her own sweet, ignorant, willful way about all the things of life, the quicker the American home will become the guard of the nation, the sooner divorce lawyers will be driven out to the harvest fields.

There are too many young men looking for soft snaps, and too many young girls looking for husbands who can buy the finest house in the street, and take a vacation trip to Long Branch every summer. There are too few boys and girls who are willing to work for what they want, and too few who are "strong with the strength of the race, to command, to obey, to endure," as Kipling expresses it. In a few instances many things which should have been learned before marriage are learned after the real lifework is begun.

There were the Baileys. The white dresses and shaded lights, and store clothes, and clean shaves, hung on a long time after they went to house-keeping up on Lafayette street. But in a few months the white dresses became untidy, then they disappear-

ed, and the diningroom looked mussy, and the parlor was not swept, so they sat in the sitting room, and the dinner became punk, and all the thousand devils who dwell in the details of domestic life reared their heads and gave these babes in the wood the merry ha ha. Augustus began to duck away from the front gate before the grocer came with his overdue bill and Geraldine began mixing hash for dinner because she thought it was not worth while making such a parade for only themselves.

The house got to looking pretty rotten after a time, and Augustus owed so many merchants that he couldn't get trusted for a cigarette. He mourned silently because Geraldine wasn't a good housekeeper and she cried because the tradesmen talked back to her when their bills were not paid. You see, Augustus had never disciplined himself to going without things he couldn't pay for, and Geraldine had never considered the fact that mother wouldn't always be on hand to cook and brush up. It looked as if they were going on the rocks, for Augustus got the cigar-store habit again, and Geraldine became cheerful only in the presence of company. But they both had good sense and that is what saved them. The way of it was this:

One evening when the dinner was worse than usual, and Geraldine looked like a recent arrival at Ellis Island, when three men with bills had followed Augustus home, when the tempers of both were strained to the breaking point, Geraldine—who had the more sense of the two—threw down her fork with a laugh. Augustus wondered if this was a new introduction to a discourse on the lack of money in the house.

"You think this dinner is punk, don't you, Gus?" she said. Augustus didn't say what he thought.

"You don't know how bum it is any better than I do," Geraldine continued. "It isn't fit for dogs. I've spoiled the steak, and the under crust on this pie would make a gate-hinge, it is that tough. The cloth is soiled, and the napkins are not fit to be seen. I know it, and I'm willing to admit it. Now, I'll tell you the why of it: I don't know how to cook and run a house! You thought I did when you married me, but I didn't. Mother couldn't make me learn."

"Why," said the amazed Augustus, "I think you are doing pretty well." This way of coming at him was so new he began to wonder what it was she was going to ask him to buy her.

"Mother tried to teach me," Geraldine went on, "but I was too obstinate to learn. Besides, just about the time I began to see the necessity for knowing how to do things you came along with the winning ways you have and then it was all off. Yes, and I'm getting so I talk slang, too! Well, it all goes with a slouchy house. I'm telling you that I'm up against a job I don't understand. I have been thinking of making the confession for a long time, but I just couldn't do it."

Augustus arose and went over to

Geraldine, trying to think of something sympathetic to say, but he could not think of a thing, so he just brushed the brown hair away from a flushed cheek and remained silent.

"Now you know why it has cost so much to live," Geraldine continued. "I've spoiled enough food since we've been keeping house to operate the Morton House, and I've spoiled my nice white dresses trying to wash them, and I've never had time to clean up because I've been trying to learn how to wash and cook. I am not any more fit for a wife for a man like you than a—a—Hottentot! I wish mother had pounded me with a stick and got a little sense into my foolish head!"

I'm not going to tell you what Augustus said. Perhaps you know al-

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.

Three Days Specials

Thursday, Friday and Saturday, September 1, 2, 3, we offer:

7 oz. Plain Wrist Canvas Gloves	48c dozen
8 oz. Knit Wrist Canvas Gloves	75c dozen
Riverpoint Robe Calico	4¾c
Harmony Staple Calico	4¾c
Plain Black Calico (short piece)	4½c

P. Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.

Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Mich.



WE are showing a new line of Fall and Winter Dress Goods. The most popular sellers are: Isotha Poplin, Dudly Poplin, Hajar Cloth, Anita Cloth, Aviation Cloth, Storm Serge, Panama Cashmere, Mohair, Plain and Fancy Wool Batiste.

ready. Anyway, what could he say? He hadn't changed his clothes, nor manicured his nails, nor put on a neat tie. He looked like a shop boy eating a basket lunch in the furnace room. And he had used bad language at the collectors in her presence, and he hadn't a red cent in his pocket. What could Augustus say? He knew that he hadn't made a howling success of being a married man. After he got through telling Geraldine what he thought about her slandering his wife, he put in his own side of the case.

"Look here, Geraldine," he began, "you needn't think you're the only false alarm in this house. I'm telling you right here that I'm the one that does not know how. I never did know how and I was too pig-headed to learn. Father tried to teach me to be a decent, but I was too busy reading the sporting papers and loafing in front of cigar stores to pay any attention to what he said.

"Every time he tried to drop a bit of Solomon into my jellyfish head I told him he must think I was living back in 1870, when he got what little learning he ever had. I thought I would strike something in a few months that would put me in the motor-car row. I never tried to save money after I began to earn it and right now I know less about handling my salary than any baby. I never figured on getting right down to brass tacks and living, like a man, on my own earnings. I thought some kind Fate would come along and boost me away over the heads of the other boys. Now you see what I've got to start life with! I've just got bullhead strength and nothing else. There are trained animals with more discipline than I've got."

Geraldine laughed and blew a kiss across the table at the despondent young man.

"Well, what's the answer?" she asked.

Augustus admitted that the answer wasn't in his book.

"I know what the answer is," Geraldine said. "I'm going to bring my cook books out after supper and we will go through them together. We'll pick out some easy dishes and learn how to make them. You'll find out how dense I am, but there's no help for it. Then I am going over to mother's and go through a course of cooking. I'll tell her I've come back to get the discipline I refused to accept when I lived at home. I am going to begin all over again, and there is not going to be any more punk dinners in this house. I've been too proud to tell you all about it until now, and now you've got to come in to my primer class on domestic science and encourage me."

"That will be about the ticket," Augustus said. "When you get through with the menu for to-morrow we will take up the money end of the deal. We'll be the Finance Committee, and the first thing you do you get a pair of iron pockets for my trousers, for I'm going to hold on to my money until it gets hot."

"Don't you dare leave any of it around the house!" cried Geraldine. "If I get hold of it I'll be out in

the street looking for some man to take it away from me."

"Every expenditure must pass the entire Committee," laughed Augustus, "and if we have any left after the end of the week we'll hide it in boxes and barrels down in the cellar until we have money enough to start a bank account."

All the remainder is a matter of detail. They had great fun learning to cook and practicing on the saving of money. Augustus learned soon that when he didn't need any credit he could get all he wanted, and Geraldine learned that the way to run a house is to begin by being thorough and by learning how.

But all the boys and girls who are loafing, seeking to dodge their own responsibilities, won't come out as they did, more the pity!

Alfred B. Tozer.

Catch Phrases Uttered By a Detroit Manufacturer.

The only difference between a rut and a grave is in the width and the depth.

Up to date to-day will be out of date to-morrow unless you have an open mind and keep up with the procession.

The man who "knows it all" is standing on a banana peel placed there by the fool killer, who is waiting just around the corner.

The lawyer who reads the most law books and keeps up to date on law is, as a rule, the best lawyer. The same is true of a business man.

I would just as soon be stopped by a janitor as by a general manager. The chances are that the janitor knows more about what he wants to tell me than the general manager does.

The brain power developed in a factory counts for more than the horsepower.

The inventor of the phrase, "always on the job," did a good day's work. Keep busy.

Know the important things in your business and concentrate on them. Leave the less important things to others.

The things which an executive can actually do himself amount to nothing. It is what he can get others to do that counts.

The man who always pats you on the back is giving your stock a false boom; look out for a slump some day.

Tact means more the way you say it than what you have to say.

Accept criticism because it is your friend. Your enemy will flatter you. Insincerity has taken a few orders, but it never held a job long.

Honesty means what a man thinks as well as what he does. And a man is nothing short of a fool nowadays who is not absolutely honest.

Throwing thoughts at a man is nothing more or less than throwing something tangible at him. And he catches just what you throw him. It is impossible to throw insincere thoughts at a man and have him catch sincere thoughts.

When honesty is the greatest qualification put up to me concerning a man I say: "He was born that way,

and if that is all he has got he has not developed anything since."

Enthusiasm is the white heat which fuses all a man's business qualities—ability, initiative, knowledge, tact, industry and the rest—into one effective whole. Without enthusiasm a man is only a statue.

The man who does not get some comfort and some enthusiasm out of his daily work is in a bad way.

What we call initiative in a business man is called skill in a great surgeon. It is knowing the next move and making it at the right moment.

Some of us are so afraid that what we have will get away from us that we wrap our one talent up in a napkin and keep it. And we have that always—but we never add to it.

Ability in nine-tenths of the cases are developed, not born. Some men are developed beyond the stage of others because they have had the application to make themselves do it. Men who possess ability are those who have studied to get where they are.

Hugh Chalmers.

Business Builders.

No one has placed a limit on your possibilities.

Eyes ever riveted on the clock seldom are riveted on a bank account.

It is often a long, rocky road that leads from promise to performance.

Every man must be his own emancipator. Slavery is a state of mind.

It is only the man who is bigger than his job who gets the bigger job.

The dreams of those who labor are the only ones that ever come true.

Misery is a disease of the will. Happiness comes by willing to be happy.

After all, we are of use in the world in so far as we are making it happier.

Why walk in the shadow when it is only 50 feet to the sunny side of the street.

Minutes are to hours what the pennies are to dollars—and he wins who saves both.

Because he learned the true meaning of the word n-o-w he was soon able to spell it the other way around—w-o-n.

It is all a building process, the rock is built of atoms, the tree is built of cells, the house is built of bricks, success is built of conquered details.

W. H. C. Bartlett.

Most of us would be kinder than we are if we could always be kind without feeling that we had been made an easy mark.

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



FLOWER POTS

RED BURNED

Strictly High Grade



Order

Now

Carefully Packed in Any Quantity

F. O. B. Factory

No Package Charge

The Ransbottom Bros. Pottery Co.

Roseville, - - - - Ohio

MEN OF MARK.

L. Fred Peabody, of Grand Rapids Grain & Milling Co.

L. Fred Peabody was born on a farm, where the town of Mulliken is now located, July 18, 1869. His antecedents were Yankee on both sides. His father is still living at the age of 84 and his mother at the age of 73. At the age of 15 he went to Portland, where he lived a year. He then came to Grand Rapids, where he put in a year in the Valley City Commercial College. He then sought and obtained employment with the Valley City Milling Co. as stenographer. A few years later he was made Secretary and later Vice-President of the corporation. He remained with this company seventeen years, when he retired to engage in business on his own account under the style of the Grand Rapids Grain & Milling Co. He first purchased the Rowland mill property running from Canal street through to the river with 36 feet fontage on Mill street. This was an old-fashioned stone mill which had been in operation since 1865. Mr. Peabody changed it over to a roller process mill and has built up a large and prosperous business. August 1, 1909, he formed a copartnership with John A. Becker and Fred J. Fear and purchased the John Smith grist mill at Ada. This mill has a 200 horse power water privilege. Purity Patent flour is produced altogether at Ada, but Wizard stone ground buckwheat and graham are manufactured at both mills.

Mr. Peabody was married October 2, 1893, to Miss Jennie M. Davenport, of Grand Rapids. They have one child, Martha May, who is now in her second year in the high school. She is an accomplished musician and is very highly regarded by her friends. The family reside in their own home at the corner of Madison and Burton avenues, where they have one of the most unique residences in the city.

Religiously Mr. Peabody is inclined to be a Methodist, although he is not a member of any church. He is a Mason up to the K. P. and Shrine and is also a Maccabee. His hobby is trout and bass fishing, but he has been so busy since he went into business for himself that he has not been able to indulge his ambition in this direction very often.

Personally Mr. Peabody is one of the most companionable of men. If he has any failing it is that he is too faithful to his own business, but as he grows older he appears to be letting go of business to some extent and to be cultivating those graces which serve to round out a man and make him see things broadly and generously. The fact that Mr. Peabody remained seventeen years with one house, without change except frequent promotions which came to him unsolicited, solely on account of his knowledge of the business and his faithfulness to his duties and responsibilities, is the best proof we have of his fidelity and strength. Mr. Peabody is not much of a "mixer," in the ordinary sense of the term, but he is getting more and more in a mood to touch elbows with people

generally and in time will come to be regarded as one of the best all-round business men in the city.

Mr. Peabody has another hobby besides fishing and that is the acquisition and retention of old documents, souvenirs, keepsakes and mementoes. His most priceless possession in this line is a written description of a trip to California by his father in 1849, and so interesting is this recital that Mr. Peabody has kindly consented to permit the Tradesman to reproduce it, as follows.

I have been thinking over your request to have me relate some of the incidents of my journey to California in early days and have concluded to write it out so that you can read it at your leisure.

miles away to Buffalo. We arrived there in the afternoon and went to a hotel and stayed over night. The harbor was jammed full of ice. There were several steamers waiting to get out on their trip up the lake, but none could get out. In the afternoon of the next day a steamer came down from Detroit, but could not get in and so went down to Black Rock two or three miles below. Mr. Reed and I hired a conveyance to take our trunks and took passage for Detroit. We arrived there Sunday morning, having left home the Wednesday before.

I had a brother-in-law, Rev. D. Simonds, living in Detroit at the time. I started out to find him and found him preaching in the Methodist church. After service I made myself



L. Fred Peabody

Gold was discovered in California in the fall of 1848 and the news quickly spread throughout the surrounding country, Oregon, Mexico and the United States. There was great excitement at the time, everybody wanted to go to California, myself among the number. At that time I lived in Scottsville, New York, and was 21 years old.

I had a friend living about a mile from our house named Philip Reed. We talked the matter over and decided to go. There were four or five others who went early in the spring by boat. Some went by the Isthmus of Panama and some around Cape Horn. Mr. Reed and I decided to go West and cross the plains and 1849. My father took me in the mountains to California April 5, bugged to Mr. Reed's and his brother took us to the railroad station, six

known to them and they asked me to bring my partner and take dinner with them, which I did.

They urged me to stay over Monday, so I did, my partner taking the train Monday morning for Chicago. On Tuesday morning I took the Michigan Central train for Chicago, arriving at Milo about sundown, which was as far as the Michigan Central was completed at that time. We had to take an open carriage from there to Michigan City. We started out immediately and rode all night on the worst road I ever saw and it was very cold. I had an India rubber overcoat and blanket with me so it was not so bad. We arrived at Michigan City the next day about 10 o'clock; found my partner there waiting for the boat going to Chicago. The boat arrived that afternoon and we took passage for Chi-

cago. After we reached there we went to a hotel.

Chicago at that time contained 1,600 inhabitants. The streets were full of ponds and mud holes of uncertain depth. The next day we looked for a chance to go to LaSalle, the head of navigation on the Illinois River. We found a teamster who came up with goods and was willing to take a limited number of passengers on his return. We struck up a bargain with him to take us to LaSalle. He had an emigrant wagon with a canvas cover. We started out that evening over very muddy roads. We were about three days making the journey and arrived at LaSalle Sunday night. Took a steamer the same night down the Illinois River for St. Louis. We were about two days making the trip. On arriving at St. Louis we went to a hotel and began looking for a steamer to go up the Missouri River. We had to wait about three days before we found one. We engaged passage in the cabin up the river 700 miles to Council Bluffs for \$14 each. We were two weeks making the passage. It was a crooked stream and treacherous river with quicksand bottom. At first the country was thinly settled, but farther up it grew thinner, until the last 300 miles was nearly all woods. The wood yards along the river grew less and less, until they ceased entirely. The steamer had to tie up nights and the deckhands had to chop wood to burn the next day. A great many snags and sawyers were in the bottom of the river. A sawyer is a tree or log in the river with the butt end or roots buried in the sand and the top end weaving up and down in the current below the surface. They were very dangerous to steamers.

On going up we passed one steamer by the side of the river that had been snagged and sunk a few days before. When we arrived at Council Bluffs we found a Mormon settlement four miles back from the river. It was built entirely of log houses. We hired a Mormon to take our trunks down and secured board in a private family by the name of Huntington. Mr. Huntington had been sexton of the Mormon church at Navou and had helped to bury Joseph Smith after he had been murdered. He was a very devout Mormon. Mr. Reed and I then commenced looking around for supplies for crossing the plains. We bought some wheat of a farmer and had it taken to a mill about two miles back on a stream. I have forgotten the name of the mill. It was built by the Government to grind corn and feed for the Indians. There was but one run of stone. We got our wheat ground and then carried it to another building nearby, where the bolt was for separating the bran and shorts from the flour. Mr. Reed fed the grist in the bolt from above and I turned the bolt by hand. We had a very nice lot of flour—nearly 200 pounds for each of us—and hauled it back to Homerville. A teamster came in soon after with a load of bacon to sell. Mr. Reed and I bought 100 pounds each at \$10 per 100. Mr. Reed's brother from

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Tradesman Company

Calendar Department

Grand Rapids, Mich.

Beetown, Wisconsin, with his partner, a Mr. Pond, arrived and as they did not have room for both of us I got a chance to ride with a man and his wife, named Carter, and a partner, named Bennett. I was to pay \$50 and furnish my own provisions and do my share of the work. Mr. Reed and his company went down the river to Fort Leavenworth, about twenty miles below, to cross and go on the south side of the Platte River.

My company went up the river twelve miles to the Mormon crossing, a place called Winter Quarters, a deserted town of log houses, where the Mormons had wintered a year or two before and nearly starved to death. There was a scow boat there that would hold one wagon, which was run on the boat and towed up the river fifteen or twenty rods and then shoved out in the stream with men at each oar at each side of the boat. The boat would float down with the current, but by fast rowing would arrive at the landing on the other side, where men were ready to catch the ropes and draw the boat up. A yoke of oxen were hitched on the end of the tongue, drawing the wagon ashore and up the bank. There were about fifty wagons in the company and it took about two days to get them across. The horses were then driven into the river and made to swim across.

The company then elected officers and drew up rules for the government of the company while on the journey of about 2,000 miles over hills and mountains and across rivers unknown.

We pulled out from camp May 22 in single file. There were about 100 men and women in the company. After we had been out about ten days Mrs. Carter was taken sick about noon and died that night at 9 o'clock. We buried her the next morning. The trouble seemed to be cholera. Two or three days afterward Mr. Bennett complained of not feeling well about noon. I tried to get him to take some medicine, but he said he would wait until I was driving the team. Mr. Carter was on ahead with some of the company and Mr. Bennett was riding in my wagon, the last one in the train, and I had to stop quite often and let him get out, which brought me considerably behind the company. At last he got out and fell over on the ground. I called loudly to those in advance and three or four men came back and we picked him up and put him in the wagon. I drove on to camp and we put up the tent and put him in. Three or four of us took care of him through the night. He was in great distress and died about sunrise the next morning.

The company were now thoroughly alarmed. No one doubted its being the cholera. Early the next morning two-thirds of the company pulled out without waiting for the others. About fifteen wagons stayed back with us to help bury our dead. This made us late and the others had gotten entirely out of sight. We camped in two different places that night and never got together again.

There was continual alarm about the Indians, but they did not trouble us. We arrived at Louf Fork, a branch of the Platte River, about sixty rods wide with a quicksand bottom. The river was from 12 to 18 inches deep. We had to double up teams in crossing, as it was important that the wagons be kept moving. A wagon delayed in any way would sink down out of sight in a short time. The Platte River was fully a mile wide all the way from Fort Leavenworth to Fort Laramie, with a quicksand bottom, which was always changing and was not navigable for boats of the smallest size. It was about 300 miles from Fort Leavenworth to Fort Laramie and we were a month making the journey. We passed through the Black Hills to the opening crossing of the Platte River, about 200 miles. Here Mr. Carter was taken with a fit of despondency; he must go back, he had lost his wife and his partner and had nothing to go on for, so I got a chance with another outfit—six men with two wagons. I turned in a yoke of oxen Mr. Carter let me have in settlement, besides my provisions and agreed to do my share of the work. Mr. Carter took the back track and I never saw him again.

I met the two Mr. Reeds at this point, who had come on from below. We crossed the river at this place on a raft of dugouts, something like an Indian canoe. They were placed side by side and pinned together with pieces of timber at each end, which made it very solid. A rope was stretched across the river and guy ropes from the raft to the main rope. A wagon was run on the raft and pulled over with ropes to the other side. The cattle and horses were driven into the river and made to swim across.

We passed on to the Rocky Mountains, traveled a long distance along the Sweet Water River to the South Pass, a valley extending through the Wind River range of mountains to the Pacific Springs, where water runs to the west and enters into the Gulf of California. There were two routes from here, one by the way of Fort Bridger, the other and most direct route by Green River. The one by Fort Bridger was the route to Salt Lake City. We took the Green River route and arriving at the river we found a Mormon ferry. The river was not very wide, and emptied into the Colorado River. We had no difficulty in crossing and so passed on until we came to the headwaters of the Humboldt or Mary River. We traveled down about 300 miles to near the place where it sinks in the sand. There was a notice put up of a cut-off. We stopped here, mowed the grass and made hay and filled our wagons full. We had to cross a desert, which had to be done in the night. We took the cut-off, traveled about twelve miles to a spring, where we laid in a supply of water. We waited until after sunset and then pulled out, traveling all night and until along in the forenoon. The next day we came to a spring at the foot of a large black hill with a roaring, rumbling sound. Inside the

spring was hot water, which sunk into the sand a few feet away. We had to cool it by burying our cans in the sand. In crossing the desert many thousands of oxen had died. They lay thick on both sides of the track. Two of our oxen gave out and we had to leave them and go back after them the next day. The water of the spring was poisonous for stock. We pulled out that night to get to grass for our teams to feed on. In the night our teams began to give out, so we had to leave one wagon. A man named Farlane and I stayed with the wagon; the others went on. We took a keg of water inside of the wagon and went to sleep. In the morning we got up and got our breakfast and waited to hear from the other wagon. During the day people would come along, look in the wagon and ask for water. We would tell them they could not have any. Towards evening the team came back after the wagon. They said they had found grass and water two or three miles ahead. We stopped there two days, but the grass was alkali and made our cattle worse. We started on, but made slow progress. After several days we had to leave one wagon and throw out all the goods we could spare. I left my trunk here and put my clothes in a grain sack. Our progress from here was very slow, the road was rough and hilly until we reached the Sierra Nevada Mountains. We could see the crossing a long way before we got there and before we got to the top it looked way up in the clouds. The rise was gradual until we reached the final peak, where we found a spring. We camped there over night, starting out in the morning to cross the ridge, which was about one-half or three-quarters of a mile. We worked hard all day and got on top at night, where we camped and I took a pail and went down to the spring, where we camped the night before, and got a pail of water for our supper. This place was about the dividing line between California and Oregon. The next morning we started down the mountain, chained the hind wheels and slid down the pines and underbrush until we got to level ground, where we camped, got our breakfast and let the oxen eat. The feed was better on that side of the mountain and our oxen revived, but it was slow traveling. The road was rough and hilly. We soon struck the head of a river which is a branch of the Sacramento River and traveled down it many days. It was a terribly crooked and rough road. After we left the river we traveled many days through solid pine and redwood timber. There was a man in our company by the name of Wm. Balb. He had a son named Henry. The company was from Jacksonville, Illinois. When Henry was bound to go to California, his mother persuaded his father to go along to take care of him. One night when we were camped in the woods—we all slept on the ground excepting the old man, who slept in the wagon—he was taken sick and called out. Henry, his son, jumped up, ran to the wagon, then called out to the boys to get up quick because his father was dying.

When we got there he was dead. He was 60 years old. One of the men and myself dug a grave and we buried him in the woods. We pressed on, our oxen failing every day over the rough roads and poor feed. There were many dead oxen beside the road. When we got within thirty miles of Sacramento Valley the team gave out. We joined with another team and left the wagon. The next day I took my blankets and some provisions and started on; arrived at the Sacramento Valley that night and camped and arrived at Lawson's ranch the next morning. The others did not get there for three or four days. I got in about the first of November, being seven months on the road. Lawson's ranch was a small building made of dried brick, with

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a small building on the side of it for an eating house. The boarders had to furnish their own bedding and sleep where they could. I got my meals there and slept in an empty wagon near the house. I spent my time looking around the country and resting up. There was a lot of slips of paper fastened on the side of the building with wooden pins by people who had passed through, giving notice to their friends back in the mountains where they would find them. I found one from Mr. Reed, stating that they had arrived and I would find them at Long's Bar on Feather River. When our company got in from the mountains I started on foot for Feather River. I arrived there the next day at night and found Mr. Reed, who got in a few days before and was trying to mine, with poor success. William Reed and I started on, prospecting up the river, leaving Philip Reed with the wagon. The country was very rough and grew worse as we passed up between high gorges of mountains. We had to cross the river frequently to get along. Toward night we came out of the gorge near an Indian camp, a score or more of the Indians being entirely naked. They were called Digger Indians because they lived on roots, acorns, toads and lizards—low specimens of humanity. A short distance farther up we came to a camp of miners, where we stayed all night. We next went up the river until about noon. When we turned back it began to rain in the afternoon. We got back to the place where we stayed the night before, built a fire and stretched one of our blankets overhead to shed the rain. The next morning we started for our camp; got there about noon. Shortly afterwards we started down the valley with our wagon. The rain had put the roads in poor condition and we made slow progress. We arrived at Vernon, the junction of Feather and Sacramento Rivers, and crossed over on a ferry boat to Fremont. Mr. Reed got a job of putting a floor in a small building. We went to the woods, cut down oak trees, cut them the right length, split them into slabs, had a carpenter hew them, dress them down and fit them in the building. It was afterward rented to Stephen Field, one of the Judges of the United States Supreme Court. He was a merchant at that time and I got somewhat acquainted with him. Wm. Reed got a chance to work with a surveying company and Philip took the team to Sacramento City, bought a load of goods and took them to the miners to sell. He came back to Marysville, a town at the mouth of the Yuba River, bought another load and took them to Nevada City. He then took the team back to the valley, turned them loose to eat grass and went back to the mines. William got through with the surveying job and went up there with us to work in the mines. He soon got tired of it and said he would go home. Philip went down in the Valley with him and they disposed of their team and wagon and William went home by the Isthmus route. Philip came back and we worked with poor success until the water gave out. Then we went

over on the middle fork of the Yuba River and worked until fall. We then went down the river and worked with a Mr. Louderdale, of Genesee, N. Y. He was acquainted with my brother-in-law, Mr. Hill, of New York. We worked for some time and then started for home. I went down to Sacramento City in the summer before we commenced working in the mines. While there in the afternoon and evening I came to a large building with a sign "The Plains." I went in it. It was a gambling house with large panelings on the walls, four or five feet square, representing scenery on the route across the plains, which was very familiar to me. One scene in particular was called the Devil's Gate, which was a cleft in the mountains where the Sweetwater River passed through a solid wall of rock 400 feet high and almost perpendicular on both sides, with just enough room for the river to pass through. The cleft was straight and one-half a mile long, with comparatively level ground above the cleft. It looked as if it was made on purpose, to let the river pass through. Some others and myself went up through the cleft by crossing the river several times. We got through without getting very wet. The artist that did the paintings in the gambling house was in our train. I saw him when he was taking a sketch, sitting on a rock at the entrance of the gorge. He afterwards painted a panoramic view of crossing the plains, which was exhibited in the cities of the country. It was exhibited in Rochester. I saw it in charge of another man, who exhibited it in the evening and explained it to crowds who came to see it. I went around through Sacramento City in the evening. All business had ceased except gambling. At the stores a merchant could be seen sitting at his desk with a single light before him, figuring up his accounts which were numerous, were in full sway with tables all around the room, loaded with gold and silver and crowds were gambling, a band was playing and there was a bar on one side of the room to supply the thirsty at 25 cents a drink. We left the mines about the last of October, got partway down that day and stayed there over night. The next day we proceeded and reached Marysville that night. I found a letter from my sister, stating that Mr. Simonds had been appointed missionary to California and was on his way there, accompanied by his wife. We heard here that they were having an awful time with the cholera at Sacramento, but we went on and arrived there the next day. We remained one night. During the evening we could see the coffins passing along the street in every direction. The next night we took the boat for San Francisco, arriving there the next morning. I found Mr. and Mrs. Simonds. They were located in the parsonage not far from the bay. Mrs. Simonds was sick with the Panama fever, but was getting better. They were very glad to see me. Mr. Reed and I went up and took dinner with them. The next day we began looking around for a boat to go to Panama.

We found a large sailing vessel which was to leave the next morning. Three of us took passage. I do not remember what the fare was. There was a table in the midship about 20 feet long and there were passengers enough to fill it twice. The next morning, while we were eating breakfast, one of the passengers fell over backward on the floor with the cholera. Some of the passengers got up and left the table, but I stayed and finished my breakfast. The man was carried ashore dead that evening.

The next morning the ship pulled out of the harbor for Panama. We were about two months making the voyage, with pretty poor food before we got there. A long way out, as we got farther south, the ship was becalmed two or three days at a time, hardly moving at all. One passenger died on the voyage. He was sewed up in a canvas sack, with stones or iron in the bottom to make it sink. The sailors brought him up on deck on one of the hatches. The bell was tolled to call the sailors and passengers together. The sailors picked up the hatch, placing one end on the side about on a level. The Captain then got up on the rail and read the burial service. Then the sailors began tolling the bell, lightly at first, but louder and louder until the body slid into the sea.

We arrived at the Island of Toboga, which is almost ten miles from Panama. The ship anchored and we had to pay a little steamer that ran from Toboga to Panama \$2 apiece to take us over. The tide was out and

we had to walk to the city. We landed a long ways out. I picked up some sea shells on the way and thought I would come back and get some more after awhile. We then went to a hotel. The ship we came on brought down a load of returned Californians and then went on to Valparaiso, in South America, for a load of flour to take back. I went down to the shore in the evening to get some more shells, but the water was clear up to the walls of the city. The tide rises 22 feet there. We left the next forenoon for Georgiana, which is at the head of navigation for small boats on the Chagres River, which is twenty-eight miles distant from Panama. We did not get through that night, but camped by the side of the road at a small house. Mr. Louderdale and I hired a colored man to carry the baggage. We arrived at Georgiana the next day, but had to sleep anywhere we could. There was a very good eating house. Mr. Reed and myself went in swimming in the river in the afternoon. We left the next morning in a row boat for Chagres. The boat was rowed by a negro. The river ran in a serpentine course for about sixty miles, but not half that distance in a straight line. The canal survey is only forty-seven miles. When we were almost there we stopped at a negro town, where a dance was going on. It was called a fandango in that country. A negro was drumming on an empty barrel in a monotonous tone, accompanied by a sing song ditty by the company. The boys and girls formed a

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ring, leaving an open space for the dancers. A boy would snap his fingers at a girl and she would come out and they would dance a jig. Sometimes there would be three or four couple dancing. A company of military officers who were crossing the Isthmus stopped there and took part in the fandango. Sometimes there would be three or four officers dancing with the black girls at once. We got down the Chagres late at night and went to a hotel, where we got a bunk to sleep in. The principal business in the little town was gambling. We had to wait there five days for a steamer for New York. The steamer could not get within one-half mile of the shore, so we had to hire a small boat to row us out. We sailed across the Caribbean Sea and through the Windward Passage, Yukitan Channel, to Havana. We had to pay for a permit to enter the city. It was Sunday and we went around the city to the different cathedrals, one in particular a large building with a paved floor, with small tombstones of noted persons who had died many years ago. One especially interesting was the grave of Christopher Columbus. When the Spanish government surrendered to the United States at the close of the Cuban War they took the bones of Columbus with them. We pulled out of Havana on Monday morning. There were several invalids on board the ship, who were out of money. The steamship company had given them passage in the steerage. It was warm crossing the Gulf of Mexico, but when we arrived at Cape Hatteras a cold wave struck us from the north. It was in the month of January. Three of the invalids died one night. They were sewed up in canvas and taken on deck back of the wheel house. I was on deck at the time. The sailors came back and raised up the hatch and they slid off into the sea without any burial service. We got into New York City that night. The steamer did not want to have any dead persons when they got into port, as the doctor at the quarantine station would order the ship into quarantine if any dead bodies were found on board. As it was we had a clear bill of health. We went ashore that night and went to a hotel. We next went down to Wall street and sold our gold. We did not have a large amount, but we had any amount of experience. We took the train the next morning on the Jersey side, where it joined the Erie Road. Then we took the train, as far as the Erie Road was completed, to Watkins, arriving there sometime in the night, and took a little steamer on Seneca Lake for Geneva. Then we took the train for Rochester, arriving there about daylight, and then started for home, in Scottville, a town twelve miles south of Rochester.

The Inevitable.

"My husband is particularly liable to sea sickness, Captain," remarked a lady passenger. "Could you tell him what to do in case of an attack?"

"Tain't necessary, ma'am," replied the Captain. "He'll do it."

GENIAL PERSONALITY.

It Is Frequently the Price of Success.

Written for the Tradesman.

At the present time, when business competition is something strenuous, it behooves every merchant to watch the small things that lead up to greater ones, things that go to make or mar the business success of the individual merchant.

There are small leaks which oftentimes lead to dangerous breaks in the wall of mercantile prosperity. One of these is want of a personality in the establishment. Personality goes a long way in establishing business success. I am positive that no great success and be accomplished where there is a lack of such personality.

"All stores look alike to me." Do they, my friend? That is the greatest fallacy in the world. No two stores are alike, any more than are two individuals. Individuality makes or mars every business undertaking.

I call to mind two young men who entered into a partnership business and made a success of it because of this potential personality. One of the partners was a man of genial, lovable character, which he carried into his business life. He drew custom from far and near, won out in a most wonderful manner, retiring after he had built up one of the most prosperous mercantile plants in the State.

After his retirement, however, there came a change. With the personality of the business gone, reaction set in. People no longer found the attraction that once drew them to the store. With the going of the lovable personality went the trade won by it. Slowly yet surely the great business built up by years of careful methods and genial personal characteristics dropped away. The firm name, although unchanged, failed to hold the customers won by the personality of one man.

No trade can be built up on cheap prices alone. However much you undersell your neighbor, lacking a winning, genial personality, your business venture is not destined to succeed. Sometimes, when business lags, when you see customers leaving you to trade with your business rival, it is a wise plan to take what is termed a tumble to yourself, regain your bearings and look inward.

Nine times out of ten you will find the cause of your loss of trade lies within your own personality.

A man who had been a splendid and drawing clerk went into business for himself. He had a wonderful personality; everybody liked Dan Havens. As a clerk behind the counter of Marfield & Co., he was a success. He possessed that magnetic quality that draws. The firm valued Havens' services highly and would have doubtless kept him with them but for the death of Marfield and consequent dissolution of the firm.

Dan Havens went into business for himself. For the first year he succeeded in a marvelous manner. As his business grew he employed help and threw most of the clerical work on the shoulders of others. Havens was seldom present in the store after the first year. Customers who en-

quired for him were told that he was elsewhere, looking after other more important interests.

"I want to see Mr. Havens; I will trade with him," said a lady customer whose trade in the course of a year ran up into the hundreds.

"He is not in," said the girl behind the counter.

"Will he be in soon?"

"I don't think so. Can't I show you something?"

"No; I wish to trade with Mr. Havens; he understands me."

"So? Well, he isn't in."

That ended it. The clerk tossed her head and went to wait on another customer. The woman went out, somewhat disappointed. Speaking to an acquaintance about it, the woman said: "I always liked to trade with Dan. He seems to understand so well what one wants; never tries to force anything onto one, either, if he hasn't just the thing in stock. I do not go there very much any more. If I can not trade with Dan I'll go somewhere else."

All of which may seem inconsistent and silly, perhaps, yet it counts at—not in—the money drawer at the end of the week.

Dan Havens employs two girl clerks, while he absents himself from the store most of the time. He did not do this the first year and he wonders why trade has so fallen off. The personality of the man won and held customers; the lack of it weans them into other fields of trade.

It was the personality of Abraham Lincoln that swayed the destinies of a great nation, when another, without his loving heart, great magnanimity and sterling adherence to duty under the most trying situations, might have wrought the nation's ruin.

Sure it is that one man, when the business has assumed mammoth proportions, can not personally wait on every customer. Nevertheless he can, if he will, be on the spot to look after every part and enthrone his personality into every department and give his army of customers to understand that he has not lost his interest in them nor lost the genial smile of welcome that so magnetized and drew the people in the early days when he was young in the mercantile business.

I call to mind an instance of a young woman, a clerk in a large store, who went for herself and soon built up a splendid trade simply by attending to customers herself, her winning smile, obliging manners and courteous treatment of all drawing many even away from the larger place.

This young woman made good when many of her most intimate friends predicted nothing but failure. It was the woman's personality that won; without it her venture would have been a dismal failure.

The personal factor in a business undertaking counts for more than even abundant capital. Without a genial personality the young merchant has surely an uphill row to hoe. Cultivate geniality, young business man, even although you have it not by nature. There is a way to win; it is a way, however, near to which are strewn the wrecks of

thousands gone before. Do not forget the value of personality in business if you wish success.

J. M. Merrill.

The Diminishing Supply of Meat.

The high price of meat is accounted for in large part by the statistics of trade in live stock and meat products in the first half of the present year. Receipts of the live animals at what are called the primary markets in the West were considerably below the average in that period for five years. The shortage in hogs is put at 25 per cent., that in cattle 5 per cent., with an unusual proportion of them calves, and sheep over 11 per cent. As population increases while habits of economy do not develop, this falling off in the supply of the crude material explains the advance in prices.

The receipts at the four principal Atlantic seacoast cities indicate a similar decline, and naturally the shipments of packing house products show a corresponding falling off. For the first half of the year the quantity of the latter in pounds was 20 per cent. below the five years' average. In lard the decrease was 30 per cent. and in fresh beef 13 per cent., while in cured meats it was just about 20 per cent. The effect appears more strikingly in the exports of both the live animals and the products, for the domestic consumption has not decreased in proportion to the reduction in supply. The shipment abroad both of live cattle and fresh beef in the last fiscal year was much less than half what it was in 1908. The decline in other meat products was relatively less but still quite heavy.

It is evident that diminished supply of food animals and meat products is the chief cause of the advance in prices, and these products constitute with our people a very considerable item in the cost of living. The reason for the persistent tendency to a reduced supply is not far to seek, although the decrease in the last year has been exceptional. Reference has often been made to the absence of those wide ranges of land for free pasturage which formerly promoted the raising of great herds and flocks. As lands have been taken up and put under settlement and cultivation the herds have dwindled. The relatively high price of corn in the last two or three years has had its effect, especially upon the raising and fattening of hogs. In the meantime there has been little disposition to economize in the consumption of meat, for which there is a great deal of room. It is the general testimony of authorities on the subject that our people as a rule consume more meat than is at all necessary, more, in fact, than is good for them, and it is notorious that there is a great deal of waste in using it for food. Prices are not likely to recede very much unless it be as the result of greater economy.—Journal of Commerce.

Few things have less feeling than the piety that is all feeling.

Much of our education is only an attempt to polish putty.



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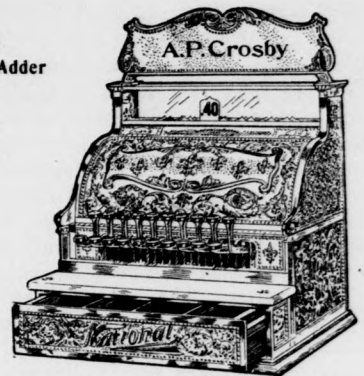
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HOME-COMING WEEK.

It Will Never Be Repeated in Grand Rapids.

As a social function the Home-coming Festival last week certainly was a success. As an artistic effort it was all that could be desired by those who can become enthusiastic over tissue paper flowers and fancy creations in papier mache. As a business proposition, aside from a few lines, the least said about it, perhaps, the better. The entertainment was gotten up in good faith. Those to whom the management was entrusted worked hard and conscientiously and with civic patriotism in their hearts. If in any respect the festival fell short of expectations, this is not the time for criticism or fault finding. The thing to do is to clear away the debris, pay up and not do it again.

The records show about 4,000 former residents of Grand Rapids came back to the old town to see how it looked and to visit old friends. To have brought back so many was in itself considerable of an achievement. For their entertainment a fund of about \$25,000 was raised. The business men and others probably paid out as much more for decorations and the parts they took in the parades and pageants. Industrial Grand Rapids lost at least one day's wages during the week. It is not difficult to figure that it cost about \$25 each to bring the home-comers back. This may seem rather a high price to pay. But we have had our fun, and now is not the time to kick. Nor is this the time to drop out of the game, leaving those who shouldered the burdens to hold the bag. Before the show opened everybody thought it would be a grand good thing, that it would bring great crowds to the city, that money would flow fast through all the channels of trade. If the realization fell short of expectations the thing to do is to remember how fine it is to have experience and charge it up accordingly.

The home-coming idea is a beautiful one. It is worthy of perpetuation. It should be an annual affair or function. But in the future let it be different. Let the invitations be sent out to all former residents to whatever part of the world they may have wandered, just as was done this year. And when they come let the entertainment be simple hospitality, not a demonstration of the circus order. When people come home to visit friends or relatives cheap bunting, the blare of many brass bands, tissue paper parades, even wagonloads of youth and beauty, do not appeal to them. They want to visit around and chat and have a good time in their own way, and not be made to feel that they are a part of a street carnival, with all the tin horn blowing and rattle bang that go with such entertainments. There should be character and dignity and real cordiality in the reception and greeting of those who come back and hurrah features should be cut out. When men and women come long distances it is to meet old friends and to see old familiar spots, not to get mixed up in a street filling mob of strangers, with no chance to see anybody

or do anything they came to see or do.

It is probable a radical revision in the home-coming plans of the future will not be difficult to bring about. Experience last week showed that the home-comers came to visit, not to trade or spend money. Others who came from the country and the towns around were intent on seeing things and having a good time and the bargain counters did not appeal to them. The home people who turned out so unanimously can shop any time, and the returns seem to indicate that they shop less when the bands are playing than at other times. As a business proposition the festival was not satisfying to the retail merchants, and it certainly was not gratifying to the manufacturers who found their working forces badly demoralized most of the week. With this as the condition it will be impossible to raise another year such another fund as was raised this year, and without the funds the show can not be given. But the home-coming idea should not be abandoned. The next time it should be different.

The one feature of home-coming that was most appreciated, most talked of and which will be longest remembered and which was the easiest and least expensive part of the whole entertainment was the exhibit of old pictures and portraits at Ryerson Library and the reception and enrollment of those who had come home. The library was constantly thronged during the week, and in the halls and corridors many interesting reunions took place as old friends met. The pictures which lined the walls recalled old times and awoke old memories, and in many instances started tongues to wagging about the folks of other days and their doings. The Ryerson Library end of the festival was certainly a splendid success and may suggest what should be the central feature of the next home-coming.

The exhibit of pictures of old scenes in Grand Rapids and of the portraits of the pioneers should be made a part of the Library's historical collection, and no doubt many of them could be obtained as gifts or loans if proper effort were made. The Library lacks capacity to keep these pictures on the wall at all times, which, of course, is unfortunate. But they can be carefully catalogued and safely stored and easily brought out when called for or the occasion demands it. In private ownership these interesting relics are in constant danger of destruction or damage by fire, house cleaning, moving or families breaking up. Once lost these old pictures and portraits can not be replaced. A recent instance is in the burning of the Uhl suburban residence. The house was filled with pictures, portraits, books and works of art, many of them far more than of family interest. The fire made a clean sweep of them and they are lost for all time to come, whereas had they been placed in the Library they would have been safe, as easily accessible as at home and the nucleus of what might have become a splendid public collection. Instances of a similar nature are occurring almost daily. Pictures of old times and por-

traits of the early settlers should be collected while still procurable and the Library is the place for their storage until we have an art gallery or a historical building.

Before urging the making of such a collection, however, it might be well to enquire if the present Library organization is adequate and its policy suitable. There is no question as to Librarian Ranck's ability nor of his willingness, but under his administration the Library has grown to be a big institution, with a huge circulating department, many branch libraries, free lecture courses during the winter and frequent art and other exhibits. Mr. Ranck no longer can give personal attention to every detail and the historical collection, whether local, county or state, can not be properly developed without personal attention and individual effort. Many things most desirable for preservation can be easily procured if somebody will go after them, but just now there is nobody to go. The Library now waits for things to be brought in and often waits in vain. The historical collection should be made a department by itself, under Mr. Ranck's general supervision, of course, but with somebody in charge to give it his or her individual and personal attention, and then when donations suitable for the historical collection are offered the donor should be made to take pride in having done something for the Library. Some time ago a local citizen turned over to the Library a collection of local and State historical material which represented the work of several years and which in many respects surpassed the collection in the State Library at Lansing, the University Library at Ann Arbor or the Detroit Library. It was the understanding that this collection should be kept together and a fund was created to make additions to it. Instead of carrying out the wishes of the donor many of the books, including rare first editions and books long out of print, were scattered through the circulating department, some were sent to the reference library, and instead of taking pride in the sorry remnant that finally found lodgment in the historical room, the donor says things under his breath every time the subject is mentioned. There is a splendid field for good work in developing the Library's collection of local and State history, and now is an excellent time to take it

up when interest has been awakened. But before it is started it should be put on a systematic and intelligent basis, under the direct supervision of somebody who will give the details the requisite attention.

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DISEASE GERMS.

An Unnecessary Slur On the Milk Business.

The old joke about watering milk and milking the brindle cow is taking a rest, and dairymen are charged with diluting their milk with bacteria and disease germs.

Every defamer of the milk business works in the old saw that bacteria get into milk and multiply rapidly.

When you hear men talk about bacteria in milk you probably could find more bugs in their heads than you could find in a milk pail. What does the average man know about bacteria and disease germs in milk? Did he ever catch them multiplying rapidly?

If there were one-tenth part of the bacteria disease germs and danger in milk that some claim, milk should not be used for food. The only safe thing to do would be to pasteurize it, sterilize it, aerate it, throw it in the gutter and run away from it. Yet milk has been used for food for countless ages.

Doubtless a lot of old cows browsed around the Garden of Eden, and ever since Adam lammed them the first time with the milk stool, some alarmists would have the consumer believe that bacteria have been getting into milk, and "multiplying rapidly." Under such conditions is it not strange that the human race has also multiplied rapidly? If there were one-half the bacteria, danger and disease germs in milk that the alarmists claim, or one-tenth of the devilry in it that there is in these slanderers of a great industry, there would not have been enough of the human race alive to-day to stock up another Garden of Eden. I claim that the germs of very few diseases can exist or be conveyed in milk, and of the few that can, the chances of their getting into milk are very small.

Boards of health class eleven diseases as infectious, and a dairyman must declare that he has none of them, and harbors or trusts no one around his premises that is infected before he can unload his milk.

These diseases might be divided into two classes, those in which the germs enter the system with the breath, or the pores of the skin, and those that enter the system with food or drink.

The germs of diseases of the first class float and are conveyed in air. If you meet a person affected with any diseases of this class the germs float across the space that separates you and the disease is contracted. These germs are almost indestructible. Sunlight or cold will not affect them. Heat will not kill them. They will rise out of the fire and float away with the smoke with undiminished virulence. The only way to kill them would be to immerse them in milk and drown them.

Before it is claimed that they can be conveyed in milk it should be shown that they have a dual nature, that they are amphibious. This has never been attempted. The claim that they can exist or be conveyed in milk rests only on assertions and is

not founded on reason. This class of diseases has its own medium through which it can be conveyed and one of the essentials of that medium is absence of moisture. If our claim, that disease germs that float in air do not swim in milk, is correct, that would remove eight of the eleven diseases from the danger list of those conveyed in milk, that are held up as veritable skull and bones before the consumers, and would leave three, tuberculosis, diphtheria and typhoid fever, to be guarded against. Although the germs of tuberculosis do not float in air, which is proven by the fact that two persons may live together and one die with tuberculosis and the other not contract the disease, it does not follow that they can be conveyed in milk. It may not be an infectious disease but may be brought on by conditions, such as defective breathing, or breathing impure air, and tuberculosis among cattle instead of being contagious may be caused by confinement in poorly ventilated stables without exercise, breathing over air that is deprived of its oxygen which causes stagnation in the lungs, and stagnation is next to disease, if it is not disease itself. Taking tuberculosis out of the contagious class that would leave two diseases to be guarded against as dangerous to consumers of milk.

How could they get into milk? The claim is made that they get into milk from the dust of hay and grain that floats around the stable, and some advise foddering the cattle after milking to avoid stirring them up.

We wonder that men who live in the year 1910 should believe that disease germs and dust from hay are even next of kin. Are bacteria composed of dust or is dust composed of bacteria and disease germs. Will Professor Von Goggles tell us which is which? Disease germs and bacteria are invisible to the human eye. I had almost added that they are invisible to the human mind and understanding. If a man should get into a cow stable where disease germs are large enough to be seen, as large as particles of dust from hay or grain that float around the stable or half as numerous, he would never live to tell the story. Those giant germs would soon put an end to him and his yarns about bacteria. The men who claim that bacteria are even next of kin to dust from hay, are probably lineal descendants of some old M. D., who years ago swore by all the saints on the calendar that the blood did not circulate through the human body.

To keep bacteria out of milk some writers advise the use of a pail with the mouth so small that only a few of the small bacteria can get in, and would compel the big bugs to hold an overflow meeting on the outside.

That is an unnecessary slur on the milk business, and scare for the consumer. The Gothamite will conclude that if a large mouthed pail would catch enough to make him sick, and if they lived up to their reputation of "multiplying rapidly," they might run him up the "Golden

Stairs," and to save his insides he would keep milk on the outside.

When I find fish that can fly and birds with both wings and fins, I will look up with respect to the man who paws the air for germs of typhoid fever and diphtheria and will listen to his prattle about bacteria and dust, and how they fly, and crawl over the cattle, and plunge from the hands and shirt waist of fair milkers into the milk pail.

Prominent among the nostrums recommended for the destruction of bacteria is sunlight. It is fortunate that sunlight does not destroy life of any kind. If it did life in this world would long since have ceased to exist. Injurious germs are not affected by it. The germs of smallpox float through the air unhindered by it and typhoid bacteria basque in a stagnant pool and "multiply rapidly," or raise their families unharmed by the rays of the sun.

Whether boards of health order glass fronts in the stables under the mistaken notion that light would kill any bacteria that might be loafing around the cow stable, or whether it is to make the stable more attractive for flies, I will leave them to explain.

Science has made great progress and wonderful discoveries, and should not be hindered on its march. It should be welcomed everywhere, even in the cow stable, and when the science of bacteria and disease germs is a little farther advanced perhaps a healthful article of food will not be held up before the consumers as a swarm of bacteria and disease germs.

Manning F. Lantz.

He Remembered.

Riggs—Do you remember the time I had to take you home in a cab?

Briggs—Sure thing.

Riggs—I don't suppose you have heard the last of it yet?

Briggs—No. My wife is still living.

A man seldom is quite as good as his wife thinks him or quite as bad as his wife's kin think he must be.

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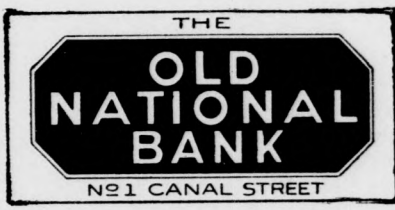
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Opportunity Shoe Merchant Can Not Afford To Ignore.

Written for the Tradesman.

September is noted for many things; but insofar as the retail shoe merchant is concerned it is noted chiefly as the beginning of a new season.

During the first two weeks of September public and parochial schools throughout the towns, villages and larger communities will be opening up.

That means that a great many children, both large and small, will be actively in the market for new shoes. Barefoot sandals, which have done faithful service during the hot, dusty months of July and August, will be discarded.

When you and I started to school in the days ago we used to go barefoot. We were not ashamed of our feet either—in fact, we were rather proud of them, for we generally had a classy "stonebruise" either in its incipient, or more advanced stage. But children nowadays prefer to wear shoes; and the "stonebruise" is not as popular as it used to be.

For more than one reason this is a circumstance that we can not regret. To begin with there is nothing particularly edifying in a "stonebruise" anyway. And children are a whole lot better off without them. And then, of course, it is pleasant at all times to observe the rise, progress and development of shoe demands. Ergo we welcome the coming of school days.

It is safe to predict that, during the next six weeks or so retail shoe merchants in this country will dispose of several millions of pairs of school shoes; and these shoes will retail at from \$1.25 to \$2.75 a pair. And that means a big bunch of business. The practical question in as far as you are concerned is, Are you going to get your share of this school trade?

The answer to that question depends upon what you are doing now and are preparing to do during the next few weeks.

Feature School Shoes.

The alert shoe merchant is going to feature school shoes—and feature them strongly. And that is precisely what you ought to do; for you want to appear in the alert class.

The so-called school shoe may not differ by the diameter of a hair from the ordinary strongly built child's shoe for fall and winter wear, but it pays to call it a school shoe. Just now children are thinking about school. Mothers and fathers are thinking about school. School topics are in the air. Therefore the school shoe

advertisement and the school shoe window trim are timely.

Some merchants are advertising their shoe stores as "Headquarters for Children's Shoes." Others are intimating that they are "Specializing on School Shoes," or that they are giving "Particular Attention to the School Shoe Trade." There are many ways in which you can utilize the psychological advantage of the school idea in boosting children's shoes at this particular time. In fact, you can hardly miss it.

A good plan for a timely advertisement would be to describe broadly the qualifications of the school shoe—the ideal school shoe. You might call it, The School Shoe Analyzed—What Is It? In the first place, it is all leather. The leather is cut from good, dependable stock. It has a genuine, all-leather sole. It has an all-leather heel. The insole, the counter, the box-toe—things you can not see from the outside, but important none the less—these are all-leather, too. This school shoe is built by workmen who know how. And it is dependable. It has wearing qualities, wet-resisting qualities—and, besides, it is built on a stylish, up-to-date last. And, best of all, it fits the feet.

If you want to you can tell about the vast improvements in the manufacture of children's school shoes. You can tell about the heavy, clumsy, ill-fitting, stiff-feeling calfskin shoes children used to wear for school purposes. And you can draw striking parallels showing the vast advantages of the modern type of school shoes. You can tell about the greater care and attention which are given to the designing and making of children's shoes nowadays—explaining that to-day the children's shoes are not made up from culls and rejected stock, but from the very best leather stock; that the lasts are carefully designed, so that the style-feature is just as pronounced in a really modern school shoe for children's wear as it is in the adult's shoe for business or dress purposes.

And all this sort of talk makes not only good selling talk for the boys behind the counter, but it can be used in the newspaper advertisements as well. It is true; and to many people it has the additional value of being news—for many people, you know, are not informed on such things.

If you have just one display window give the central portion—and a very generous portion—to the display of children's school shoes. If you have two windows give one entire window to the school shoes. Make the little folks know that you

Watson-Plummer Shoe Co.

Chicago
Stock Rooms and Offices

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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.



Easago



The elk shoe that goes on easy, fits and feels like a glove and wears like iron.

Both tan and black blucher and bal cuts.

Rindge, Kalmbach, Logie & Co. Ltd.
Grand Rapids, Mich.

are aware of the fact that they are starting in to school. Let them know that you have the sort of shoes they need for the purpose. In other words, make a big feature out of this school-opening idea.

In order to produce a telling trim you will require something besides school shoes. You will need a background or setting appropriate for the occasion, or suggestive of something connected with or in some wise related to school. Last fall I noticed a very pretty and effective background which pictured a red brick school house. This background was quite a clever piece of work in water colors. It showed the building, the fence in front of the building and the old-fashioned turn-stile and some trees in the distance. In another window which I saw somewhere the schoolhouse idea was wrought out in another way. An immense schoolhouse, done on heavy glazed paper, was brought to the forepart of the window—in fact, attached to the glass; and the greater part of it, excepting the roof, was cut out, leaving the interior transparent, so that it looked as if you were looking right through the wall of the schoolhouse upon a goodly array of school shoes displayed within. It was a simple and inexpensive trick, yet none the less effective.

Seasonable toys displayed in connection with the shoes will prove helpful. The toys may, or may not, be used as premium bait. And, of course, the character of the toys will depend somewhat upon the locality. In my town base ball and roller skating have the go just now, while kites are being used to a limited extent—the real bona fide kite season being, in this section, early spring. Do not make the egregious error of displaying an unseasonable toy; for that will mark you as a back number. Better keep tab on the seasonable toys.

Wear-Qualities of School Shoe.

The most important feature of the school shoe is its ability to withstand hard usage.

If you have shoes that will bear up nobly count yourself a fortunate man. For school shoes get some hard knocks, kicks and scuffs.

People sometimes wonder why children's shoes go to pieces so rapidly, especially economical parents. But consider the sort of usage they get. Walks for the most part concrete—surface composed of sand and particles of granite embedded in concrete. Children walk to and from school on concrete walks. Consider the nature of their playground—generally covered with fine screenings—thousands of pieces of sharp-edged rocks. And notice how children scrape their feet on the walks; and stop to consider the strain, the wear and tear to which these little shoes are subjected. Is it any wonder the soles grind out? Is it any wonder they rip and break and go to pieces? The toughest leather has a limit to its tensile strength.

When you consider the hard usage to which your children's school shoes are going to be subjected, you will go slow on the guarantee question. Say they are good, substantially built,

and all that; but do not guarantee that they won't wear out within a certain period—not unless the period is a very limited one. And do not make the mistake of claiming that they are rain and moisture proof. Be optimistic and enthusiastic in your claims; but be prudent and cautious. Cid McKay.

Shoe Salesmen Should Be Posted on Tanning Processes.

Every merchant and every salesman should be interested in the history and mode of manufacture of the articles he sells. The man who is daily handling shoes and does not know something about ancient footwear and the old methods of tanning and manufacture must find his daily labors rather irksome. These things may be studied out in detail by consulting the index to any public library and the perusal of the books on these and kindred subjects to be found there. But by way of giving a little general knowledge of tanning and the manufacture of leather to the man who is just taking up the shoe business, the writer has compiled the following paragraphs:

The tanning of skins must be an ancient process. In Genesis there is record of the tanning of ram skins and of dyeing them red.

In later times the Moors became famous for their Morocco leather, which derives its name from the capital city of their country. This leather was of very fine quality and was made of goatskins, finished on the grain side. It was somewhat similar to some of our coarser grained kidskins of to-day although of the very finest texture and quality.

Many centuries ago the Spaniards, too, were famous tanners. The leather tanned by them was the very finest possible to produce and was called Cordovan from Cordova, the city in which it probably was tanned to a large extent.

The Cordovan of modern days is made of the rump of a horsehide and was given this name because of the fineness of this particular "shell" part of the horsehide.

In the early days of America it is altogether probable that each man tanned his own leather, but in the beginning of the nineteenth century tanners from London came over to teach the people of Lynn how to tan leather in a scientific manner.

The tanning processes of that day were not materially improved upon for nearly a hundred years. Some of our younger shoe men will remember the doubt and the sensation created by the first chrome tannage. In the last fifteen years great strides have been made until to-day leather is tanned better and quicker than ever. Hand labor, too, has practically been replaced by machine labor.

There are practically but two kinds of leather used in the manufacture of shoes, that for uppers and that for soles.

Sole leather is made from the hides of cattle and is gathered together in a green, salted state from all parts of the country and even from South America and other countries.

When the green hides are first received they are washed in several

changes of cold water, the hides standing a number of hours in several changes of water. This frees them from a great deal of dirt and blood. They are then fleshed, that is, the skins are scraped until clean of all fat and flesh.

The next process is liming, which further cleans the skins of fat and swells up the fibers to some extent. The hair is then removed and the skins washed in several waters for the purpose of ridding it of the lime.

In the old bark processes the skins are turned into vats containing very weak and sour tan liquor. In this liquor the hides are handled or rocked for about a week and are then turned into what is called "fresh" tan liquor which, in turn, becomes sour in about a week's time and the hides

are put into more fresh liquor. This is kept up from two to four months, according to the weight or thickness of the leather.

An authority gives the following for the newer acid process:

"In making what is known as acid sole leather the handlers are not used, as the early work is done in vats containing a mixture of sulphuric acid and water, in which the hides remain forty-eight hours. This acid

MAYER Martha Washington

Comfort Shoes Hold the Trade

The Fall Rush will surely be on very soon. Are you prepared for it? Look over your stock of Shoes today, and then send us your orders.

MICHIGAN SHOE COMPANY

146-148 Jefferson Ave. **DETROIT**

Selling Agents BOSTON RUBBER SHOE CO.

Keep Your Profits From Going Up In Smoke

One of the most serious problems confronting the shoe dealer of today is the end of the season unsaleable, except at a loss, accumulation of shoes

In nine cases out of ten this question can be met in the Men's lines by the



H B Hard Pan High Cut

THE BERTSCH SHOE

Goodyear Welts

And H B HARD PANS

Standard Screw

You are not asked to buy a single number that we do not make up in thousand pair lots and carry in stock ready for shipment. This more than answers the question for many of the largest retailers, and earns a premium from most of them in the shape of increased orders. Have you seen the samples for this season, a postal will bring them.

HEROLD-BERTSCH SHOE CO.

Goodyear
Welt

Grand Rapids, Michigan

Standard
Screw

Makers of the Famous

Bertsch Shoe and

H B Hard Pan Lines



water is very weak and its purpose is to swell the hides so that they will be in shape to be fed by the tan liquors.

"Sweat sole leather is made from dry hides which are soaked and softened in water and then hung in rooms with thick walls and roof, which are dampened and moderately warmed. When the doors of the rooms are closed after the hides are put in them, decomposition sets in, and in a few days the hair on the hide yields to the pressure of the fingers. The hides are then taken away to be unhaired. This sweating process makes the hides feel very thin and soft, yet after being plunged in acid water and given good tan liquor they thicken up and yield good heavy leather. Practically all dry hide sole leather is made in this manner.

"After the leather is tanned it is hauled out and allowed to drain, then scrubbed with plenty of water with a strong machine and sent to the drying loft. Here the surface is smeared with a mixture of oil and water or dipped in a water tank and put away in a cool, damp place to become mellow and moist. Two days later it will be found that the water has penetrated the fiber of the leather and given it a certain elasticity, which yields and flattens under the pressure of the rolling machine. The brass roller makes the leather firm and solid and gives it a fine polish. After being hung up for a few hours the leather is rolled again and is then ready to be weighted, sorted and shipped to market."

There are three principal sole leathers—oak, union and hemlock. These derive their names from the barks used in the tan liquors. The union is tanned by the use of both oak and hemlock barks. Oak leather is soft and pliable, while hemlock is harder and more brittle. The union contains most of the good qualities of both.

The tanning of light or upper leather is of a very similar nature to that of sole leather, but it would take too long to give the actual difference in the processes.

At the present time it takes but a few hours, by the chrome process, to turn a clean skin, one that is washed and fleshed and denuded of hair, into a fine durable piece of shoe leather. This process has added to the strength and wear of the leather also, so that in a short quarter of a century, we may safely say, tanning has advanced as much as it did in the many centuries since the first man killed his first animal, skinned it and dried the pelt.

Black leather is made by coloring the skins with logwood or other black dyes; colored leather is usually dyed with aniline dyes. The skins are kept wet during these processes and are not dried out until after they have been colored and oiled. When they begin to dry they begin to look and feel like leather. The final finishing consists of working out the skins, making them soft and smooth, and then applying a "seasoning" or finishing liquor. This is rubbed into the grain, or face of the leather, and when it is dry the leather is glazed or polished on a machine which brings up a

bright gloss from the previously applied dressing. In the case of dull leather the glazing is omitted, as no gloss is wanted.

Patent leather is made by extracting all grease from the skins and then applying the enamel or patent finish, which is made smooth and pliable by heating.

Box calf is made by taking the tanned calf skin after it has been prepared for finishing and printing it with the peculiar little squares which distinguish this leather. This peculiar appearance is obtained either by hand work or by printing the leather on a machine. In like manner all the different grains are produced on leather to imitate some of the heavier, coarser grains that the old style of tanning produced.

A great many of the calf skins sold for first-class tannages are grain splits from a cowhide. There are so many imitations that it would keep a man busy just keeping track of them.

It is only in recent years that kid leather has been at all adaptable for men's shoes. Some twenty-five or thirty years ago France produced the finest kid leather made and it was called French kid. This was used wholly in the manufacture of women's and children's shoes. The leather was soft and pliable, but the grain was so fine and soft that the slightest contact with anything rough caused it to peel and chip off.

The late Robert H. Foerder should be looked upon as one of the many benefactors of mankind. To him the credit is due for the successful introduction of chrome kid. His application of the chrome process of tannage to kid leather was soon extended to other leathers and effectually stopped the importation of French kid leathers into the United States.

There are over fifty varieties of goat skins imported into the United States for the manufacture of leather, so it will be of little use to try to distinguish between them.

Beginning with vici kid, the trade name of the kid tanned by the Robert Foerder Company, we might name over a long list of similar trade-marked names. The word vici, while a trade name and copyrighted, is applied, although wrongfully, to almost all kid leathers by many merchants. Glazed kid, while technically a better name to use in this connection, is often looked upon with suspicion by the public.

Kangaroo is a leather that is now seldom used in shoe uppers, but if properly tanned, and a true kangaroo skin, it wears well.

It is the aim of all manufacturers to use the heavier parts of the skins in the vamps and the lighter and less durable in the tops. There are many leathers tanned expressly for tops, usually finished softer by the addition of more oil and finished dull. This is usually called matt kid or calf, as the case may be.

It is to be hoped that the foregoing will serve to interest our readers and that they will be encouraged to make further research for themselves among the many books and periodicals devoted to this subject.—A. E. Edgar in Habadasher.

Advertising on Exterior of a Shoe Store.

It pays to get out and see things from the standpoint of the other fellow. Many a man applies himself so closely to his own business that he forgets that Jones is selling shoes, too, only a block or so away, and is only reminded of it when he finds his old customers calling on Jones to have their shoe needs supplied. You know how people occasionally look at you in a peculiar sort of way; then when you go to the mirror and look yourself over you find that your tie is twisted or your collar is unbuttoned—well, it is the same way with business—it pays to look it over from the standpoint of "the other fellow" once in a while.

Appearances count for a great deal in these days and the outside of the store is sure to count for much toward the final success of the business inside. Just as the well-dressed man has the appearance of being successful, so may the outside appearance of the store be made to indicate a successful business within.

In good and effective shoe store advertising there are many things to consider, for advertising is considerably like rolling a hoop, inasmuch as one simply must keep pushing and at the same time retain the equilibrium of things. There has been much talk about advertising and psychology, and really there are many things so deep in the study of advertising as to entitle it to a place on the shelf with that important subject.

First, we might well consider the

general appearance of the outside of the store. Look it over and see if it may easily be improved in any way. How about a coat of paint? New paint gives a freshness to things and will pay for itself in time, not only in the preservation of property but in the amount of increased business, for the attractive exterior of the store is sure to be one of the contributing factors in convincing people that yours is a good store to patronize.

An attractive store on the outside is pretty sure to arouse the curiosity of the passer-by, or possible customer, to the extent of creating within him a desire to see the inside of that particular place of business. There must be the same neatness and careful arrangement inside to hold the customers after do come in. A little paint costs but a trifle and brightens up the appearance of the store wonderfully. Look the outside over first and get that in good condition, then turn your attention to matters on the inside. Otherwise your polish may be similar to the man who, after having his boots blacked, spoke gruffly to the bootblack only to receive the following reply: "The only polish you have is on your boots and I gave that to you."

The show window is an important factor in modern shoe advertising. Shoes can be arranged in so many different artistic ways that an ideal window in which to make the display prominent and attractive is highly important. Of course, all of these things can not be accomplished in a day or a month, but it will pay to

Profitable Footwear

Your shoe department bears a vital relation to your profit and loss account. Have you studied your stock with a view to eliminating those brands which you find are not business getters and profit makers and putting desirable stock in their place?

A profitable shoe is one that because of its fitting quality and pleasing appearance requires less effort, time and expense to sell, and that because of its superior wearing quality makes a fast friend for your store of the customer who makes the purchase.

This we claim for Rouge Rex Shoes.

We buy the hides from your butcher; tan the leather expressly for Rouge Rex Shoes, and then return them to you at a minimum cost. The final test is that they meet the demands of the trade for saleable, serviceable, dependable footwear.

Write for our catalog, or let us send you samples. A card will bring our salesman with a complete line to show.

Hirth-Krause Company

Tanners and Shoe Manufacturers

Grand Rapids, Mich.

make notes of every improvement that can be made to the outside appearance of the store and gradually bring them about as soon as it is convenient to do so. If a dealer does not own his store he will perhaps have some difficulty in getting improvements made, but if he keeps everlastingly at it they will come about in time.

Above all things have a good quality of glass in the show windows. Plate glass is by far the best, and while it may be expensive it will pay for itself many times over in the increased effectiveness of the window display, which is the most profitable advertising medium a shoe dealer can use, if properly trimmed.

The selection of outside publicity for the store, or signs, must be given careful consideration. This is a matter that is entirely up to the dealer, no matter whether he owns his place of business or not. One of the neatest signs for a shoe store is the brass ledge sign along the moulding of the window after it is placed in position care should be taken to keep it well polished. From two to four signs will be necessary, according to the size and number of windows.

In addition to the window ledge sign there should be another projecting out across the sidewalk which may be seen each way from the street. This sign should be built so that it may be illuminated at night. A sign that is even better at night than during the day will prove profitable. Just over the entrance, or on a corner of the store, may be placed a revolving sign or other novelty. Avoid flashy affairs, but get those which will attract attention, and let me enjoin you to keep them bright and clean. A painted sign needs scrubbing occasionally and nearly every sign will stand washing or cleaning in some way once or twice a month.

Special attractions may easily be provided at little expense that will soon get the people into the habit of stopping at the windows of your store. For example, we suggest "The Stages of Shoe Manufacture," in which you may one day present the hide, next the leather, etc., or "Curiosities From the Farm," in which you may offer some new freak of nature or cultivation each week, being careful to have enough for five or six displays in advance. These are just suggestions; the industries around you will suggest many more and as they only take the room of perhaps one shoe in the kindow will draw attention if properly managed. Of course, the display of shoes must be the predominating thing in every window arrangement.

Another very important method of outside advertising is the "Bulletin," which may be either a blackboard or a grooved board in which sign cards may be placed.

Attention to the above details will be a safe start for the beginner in the shoe business and a wise rejuvenating influence for the store with many years of experience to its credit.—W. Clement Moore in Shoe Retailer.

Conceit is at the root of most people's discontent.

Modern Milk Plant in Porto Rico.

If you've taken any stock in the idea that the only place where men do things worth while is in a temperate climate where from necessity we hustle all summer producing that which feeds, clothes and warms us in winter, thereby sharpening our wits and kindling our ambitions, you ought to meet P. J. Besosa, of Ponce, Porto Rico.

Mr. Besosa is one of the leading commercial men of the island, a member of the firm of Besosa & Ramires, American manufacturers' agents. You need have met him for only a half hour to realize that he is an unusual man with unusual capacity, bubbling over with enthusiasm for the future of the island.

Mr. Besosa has tackled a proposition to improve the milk supply of Ponce, one of the principal cities of the island, and place it on a basis in keeping with the general cleaning up from a sanitary standpoint that has been effected since American control was established as a result of our little affair with Spain some thirteen years ago.

The dairy industry in the island has not kept pace with developments in other lines. The milk supply of the cities are still in a primitive state, a fact which will not seem strange in view of the fact that the average temperature of the water is around eighty-five degrees Fahrenheit, and natural ice unknown, a rather discouraging condition don't you think, you gentlemen, who have an abundance of water a few degrees above the freezing point?

But that fact didn't discourage Mr. Besosa. He saw clearly the need of better conditions and set out to bring them about. To this end he spent several months in the states, making a very thorough study of the situation investigating methods, processes and machinery. Before returning to Porto Rico he closed a contract for the entire equipment for a milk pasteurizing and bottling plant to be installed in Ponce, and which will be ready for operation about September 1st, 1910.

The plant is to be complete in every detail with first-class equipment throughout, the principal items being the following: Eighty horse-power boiler, Sims boiler feed water heater, twenty-three-ton DeKalb refrigerating machine direct connected to Corliss engine to do refrigerating for plant and make two tons of ice daily one 25-XW electric generator, six electric motors, two Wizard Babcock testers, Red Cross bottle washer, automatic bottle filler and capper, twentieth century can washer, 300-gallon receiving vat, twentieth century milk heater, De Lavel Acme turbine separator, Farrington pasteurizer with retarder equipped with temperature recorder and controller, Victor combined churn and butter worker, fifty-gallon cream vat and necessary sanitary pipe and fittings.

Some idea of the formidableness of the undertaking be grasped when we consider that not only the special equipment, but also every bit of material for the building—pitch, cement,

insulation, electric wiring, lumber for tanks, and, in fact, every bolt and nail had to be sent from this country.

The fact that the island is without a good supply of cold water increases the difficulty of the situation. The perishable nature of milk makes cooling essential, and, in order that the milk may be brought to the plant in good condition, the plant will supply the farmers with ice to cool the milk at the farm.

The milk will be taken in the plant, tested, clarified, pasteurized, cooled and bottled in much the same way as in the best conducted plant in the United States. Mr. Besosa realizes that the successful outcome of his venture depends in large measure upon operating the plant along proper scientific and technical lines and has taken with him a chemist and bacteriologist and a superintendent; the former to take chemical analysis and production of milk on the farms and the latter to operate the plant. Thus he has fortified himself at the start

to at least produce and deliver a high grade article. Milk will cost five cents per quart from the producer and will retail for ten cents, which, considering the conditions, is very reasonable.

Owing to the scarcity and high cost of ice in Porto Rico, it is not practical to deliver from wagons once a day as in the United States, as none of the poorer families and only a few of the well-to-do can afford manufactured ice to keep the milk sweet from delivery in the morning until consumed. A very novel scheme of retailing has been evolved to meet these conditions. Small rooms or parts of stores fitted with refrigerators, kept cold with ice from the main plant, will be operated throughout the city. There will be thirty or more of these depots from which the consumer can get milk or cream a few minutes before putting it on the table. In this way the milk will be refrigerated by the milk company literally from the cow to the stable.

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

ALL THIS WEEK	RAMONA	Only THREE MORE Weeks
The Ventriloquist with a Production ED. F. REYNARD in the comedy "A MORNING IN HICKSVILLE"		
5 BROWN BROS. Instrumentalists	BURNHAM & GREENWOOD One Long Laugh	Ernest Pautzer & Co. Great Acrobatics
Demont Trio Gymnasts	Extra Added Attraction ALEXANDER & SCOTT Late features of Cohn & Harris "HONEY BOY MINSTRELS"	Ramonograph Romantic Film



Necessity of Loyalty To Your Trade Organization.*

That mercantile organization, National, State and local, is a step forward, no one will deny, and it remains but for the co-operation of officers and members in the common cause to eventually attain the ideal as established by the pioneers in the work.

True, there are many dealers still without the pale of your organization, and to such may we not hope that the words of the Scripture may soon apply: "The Lord added daily the names of such as should be saved."

Looking into the faces of the gentlemen here, I am reminded of the time when organization was not, and of some of the men and conditions which exerted no small influence in bringing about this splendid organization, and the thought comes to me, do we, do you, really and fully appreciate the advantages, the opportunities and protection that such an organization gives to its members?

Are you giving it the full measure of support that it deserves; and the founders—the burden-bearers in the work of organization, and their labor of love—are they fully appreciated?

Just an instance or two: In a certain town scarcely more than 100 miles from Detroit, a store building proposed putting in a plate glass front. He consulted the local hardware merchant, who in turn asked three or four jobbers for a price on the plate glass specifications. The quotations were nearly all the same, but jobber No. 1 had also been asked for a price by the owner of the building and quoted him exactly the same price as he quoted the retail dealer. Now Mr. Building Owner was not in any line of trade, and really entitled to no consideration at the hands of Mr. Jobber. Result: Jobber sold the goods to Building Owner and Hardware "laid down"—said nothing.

This man is a member of a State retail hardware association, pays his dues regularly and annually participates in the State meet. But what advantages he derives aside from the social features on such occasions it is difficult to understand. In my humble opinion he fails miserably.

1. In an appreciation of the objects, benefits and advantages of the organization of which he is a member; and,

2. In an appreciation of the duty that he owes both to himself and his fellow members.

Time was when the motto seemed

*Paper read at annual convention Michigan Retail Hardware Association by Herman Reichardt.

to be: "Every man for himself and the devil for us all," but through and by your organization you proclaim to the world the slogan: "The injury of one is the concern of all." Then why should not such transactions as the above be reported to your proper officers to the end that justice may be done to all concerned?

Again: In a certain city a local organization exists, embracing, say, six hardware firms. They meet once a week, adjust retail values to meet changing conditions and, of course, agree to maintain such values—once fixed.

A few months ago, among other things, a price of 1 cent per square foot was agreed upon as the price of 2 inch mesh poultry netting. On the morning following the weekly meeting a customer enters store of dealer No. 6. Poultry netting? Price? "One cent per square foot." Customer claims that he can buy it for three-quarters of a cent per square foot. After some argument dealer offers to guarantee the price, and suggests that customer call up any other dealer in town. Agreed. Customer calls up dealer No. 4. Poultry netting? "Three-quarters of a cent a square foot." After a little further argument customer is requested to call up dealer No. 2, which is done, with the same result as with dealer No. 4—three-quarters of a cent per square foot.

"My brethren, these things ought not so to be."

Loyalty to your organization, whether local or State; holding up the hands of your officers in the discharge of their duties, which are often thankless tasks—these should be among the first considerations of the individual member, and the keeping of faith with one another not only makes for better and more successful organization but is also an important factor in developing a better personal relation with one's competitor and goes far toward putting the business on a higher and better plane.

Much has been accomplished, much remains yet to be done. In fact, looking over the situation one feels almost constrained to quote the last words of that great empire builder, the late Cecil Rhodes: "So much to do; so little done."

What has been accomplished has been the result of concerted and united effort on the part of a comparatively few, and with this entire organization standing shoulder to shoulder—"Every man in his place"—what may not be accomplished!

Conditions have materially changed from what they were thirty years

ago, and with the help of organizations such as this, the daily routine of "keep shop, eat and sleep," which was the humdrum of existence of the average retail merchant of that period, no longer obtains.

Lines of goods have changed. Some have gone out entirely, while others found formerly exclusively in hardware stores are now seldom sought there, and are featured in other establishments.

To supplant these the hardware merchant has been obliged to reach out and take in other lines of goods which, on the whole, are more profitable than the lines that he has lost, and I dare say that few, if any, of us would welcome a return of the customs and conditions of half a generation ago. And in this work of advancement organization has played no small part.

Indeed, the entire influence has not been altogether for mere money making—although that may have been the primary object—but for the upbuilding of better business methods—a spirit of "come and let us reason together," and may we not hope that from this may arise a condition so beautifully portrayed by none other than Bobby Burns in those familiar lines: "Then let us pray that come it may and come it will for a' that. That man to man the world o'er shall brothers be for a' that."

And while in this period of transition—this change for better things—what shall be said of the commercial traveler? Truly, he is an integral part of your business life. Has he changed, too? Is he the same fellow as the one who brought the markets to your door and told you the latest yarns thirty years ago? "Semper Idem," do you say? Do you treat him the same?

Modesty and prudence forbid that I say what might be said along this line—that I should even speak my full mind. However, it may safely be said, and I believe that it will be recognized as bordering on an axiom, that the bulk of the transaction between retailer and jobber at the present time in nearly all lines of trade are the result of the personal relation existing between the dealer and the jobber's representative.

Wisdom is more to be desired than riches—and a good deal easier to get.

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. Adzitt, Manager Grand Rapids, Mich

Acorn Brass Mfg. Co. Chicago

Makes Gasoline Lighting Systems and
Everything of Metal

WALTER SHANKLAND & CO.
85 CAMPAU ST., GRAND RAPIDS, MICH.

Mich. State Sales Agents for
The American Gas Mach. Co.
Albert Lea, Minn.

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.

Clark = Weaver Co. Wholesale Hardware

32 to 46 S. Ionia St.
Grand Rapids, Michigan

Our new catalog is now ready
for distribution.

FOSTER, STEVENS & CO. Grand Rapids, Mich.

Exclusive Agents for Michigan. Write for Catalog.

The Increasing Importance of the Walking Stick.

"To the really well-dressed man a cane is one of the most important items of his attire"—so begins a recent advertisement of a cane shop in one of America's foremost stores. If this be true, how many of us men who aim to be well dressed neglect an important part of our attire! We have not yet come to regard the cane in the light of an indispensable accessory, although reports from the shops in touch with swelldom are unanimous in asserting that the habit of carrying a cane is on the increase.

If we were to look at the "wearing of a cane" through the Englishman's eyes it would be different. In his country it is important—indeed, almost essential—and our comparative neglect of this article of attire seems to him like reckless defiance of the dictates of fashion. There, every man and boy, as soon as he is old enough to carry a cane, does so. He would feel more uneasy without his cane than would the average American without his watch to see if he was keeping up the regulation speed. The well-dressed Englishman rarely ventures out without this customary accessory to his apparel.

Even the English soldier in fatigue uniform carries a cane—not the regulation kind, but a short stick, a military cane—and the only reason ever given for this is that it occupies his hands, it being an inviolable rule of the English army that no soldier shall keep his hands in his pockets.

In our country, oftentimes, photographs of prominent personages betray the characteristic pose of one or both hands in the pocket. This would not be true if the habit of carrying a cane were more largely cultivated.

But, according to the views expressed in the shops where canes are sold, the habit of using one is becoming more general. The sales, they say, attest the fact, and one walking along any thoroughfare can not but notice that the cane is becoming a more important part of a man's wardrobe. Whether or not their use will become general is as yet only a matter of conjecture, because the experience of several years indicates that every little while carrying a cane becomes a fad which lasts for a time but soon passes away.

With the Englishman it is almost a necessity. It is company for his hands as much as a dog for his mind, and when he goes for a stroll he takes his company with him. The cane serves him as a sort of exerciser for his arm. He twirls it and whirls it, hitting each bit of paper or object which he passes; in fact, really works hard carrying it. The exercise is healthy; it keeps his muscles in order, his shoulders thrown back, thus acting as an aid to deep breathing, conceded by all to be beneficial.

In few other lines of manufacture are the materials gathered from so many parts of the globe as are the woods used in the making of walking sticks. From England come the Whangee and the dogwood; from the forests of South America the malacca, the Congowood, snakewood and ebony. Partridge comes from India,

Pimeto from Jamaica, while Japan, China, the Philippines and various remote regions supply other woods. Many, too, come from our native land, among them the ash, the bird's-eye maple, fir and hazel. The variety of materials used is greatly increased by the addition of many of the ordinary woods which, by dyeing and other means, are made to imitate many rare specimens which would be much more expensive if gathered from their native heath and forwarded to this country.

Here another factor is introduced in the industry—the stick maker. It is he who, through his agents scattered throughout the globe, gathers the woods from their native soil. It is his contribution to the industry to cut the sticks the proper length, to prepare them—either by bringing out their natural features or by obliterating them entirely, substituting some other shape or finish, afterward bending them into shape. They then reach the manufacturer, who embellishes them with gold, silver, tortoise shell or amber, but frequently only polishes them. There are canes which are covered or partly covered with rhinoceros hide, giving them the opaqueness of amber and much the same appearance.

It is said that there is a code of cane ethics, or a philosophy which governs the selection of a cane for the various activities of the day. The cane for a morning walk on the boulevard is not the cane for a stroll in the country or by the seaside, nor the one chosen for an evening engagement when full dress is the proper attire.

But these are not all the functions which would call into use a different walking stick. The philosophy of the cane demands that several others, almost an unlimited number, be had to carry out the color schemes of the various articles of attire. Thus a man might properly carry a gray cane to match a gray cassimere or flannel suit, or to harmonize with the suede tops of his boots, a green cane to go with his cravat, or to match his shirt or his socks. The cane is, therefore, not to be chosen without regard to these things, and the stock of a dealer should be influenced by other considerations than mere variety. The selection requires an intimate knowledge of the various activities of the clientele of the store, and a knowledge of the stick suitable for different occasion.

Canes vary in thickness. The heavier or sturdier one serves best for the seashore or the mountain side, but there is a call for it in the cities for purposes of protection.

The business cane has a crook handle which readily hangs on the arm or catches in the strap of a street car. It is objected, too, that it readily hangs over the bar, where sometimes it remains, but that is not true if the habit of carrying it is strongly entrenched. The Prince of Wales cane is the one for the afternoon. It is also called the opera handle, and is the proper one to be used with the Prince Albert coat. Some of these canes are decorated lightly with silver, either inlaid or with a simply en-

graved cap; others are plain or have the hide or amber handle. This and the morning cane may be of a light wood for summer use and a darker shade for fall, but the evening cane should be black, or at least dark, in color. A man wearing full dress should carry a straight stick with plain or simple head—a cap either of silver or gold, and that not large: Many large-headed gold canes, valued at thirty dollars or more, are sold, but these are more often for presentation than for use.

Novelties are introduced from time to time with a view to adding greater utility to the cane, probably to promote their more general use, but these are diversions from the real cane purpose, which is that of variety and elegance, and upon these the promotion of the cane for general use depends.

The fact that canes form a more or less staple stock make it an exceptionally easy stock for the retailer of men's apparel to carry. Of course, while new models are constantly brought out, nearly every man who carries a cane has his favorite idea of what the proper shape should be, and models made ten years or more ago are still good sellers. The weights do not change with the seasons, as the customer has no fear of catching cold in "wearing" the safe weight in winter as in summer. The stock is easily kept in good condition and does not decrease as much in value from year to year as do other articles of men's apparel.—Apparel Gazette.

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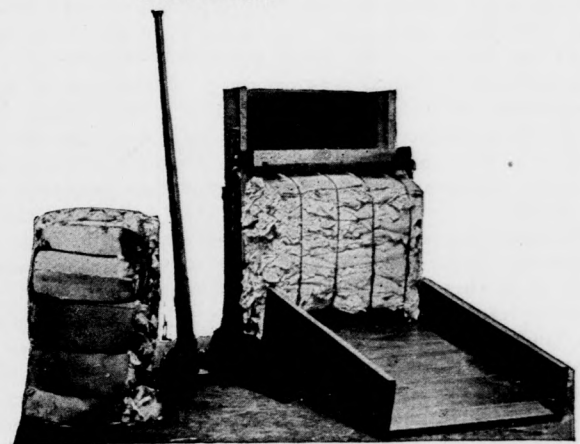
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BUSINESS LETTERS

Should Be Written With Touch of Human Interest.

There is a common form of want advertisement in the papers coming from the business man and directed to the bright young man who "can conduct the firm's correspondence and obtain results."

Did it ever occur to you that in this commonplace want of the average business house the manager of that business is asking for a little something more than literature, a great deal more than the modern "advertising" copy, and on the side exacting of the really capable correspondent for the house a pile of knowledge of men and things large enough to make of him an author of about two out of the six "best sellers?"

Ordinarily the average of the business letter that one receives from any line of business is a little too dead and cold to hold without pincers, while in the matter of verbiage, spelling, punctuation and paragraphing it suggests a brain fagged typewriter, writing in her sleep.

You place two old friends together who for ten years have been living 500 miles apart without having met in that time. Each of them may be far above the average in knowledge and intelligence. For in ten years they have been corresponding regularly, writing because they have wanted to write and keep in touch with each other. But within an hour the two of them will have agreed that it is good to get together, "to talk things over; that letter writing is so unsatisfactory."

It Is Hard Job To Fill.

When this is a commonplace observation between two old friends who have known how to write! have been anxious to keep up the correspondence; have been in closest, friendliest touch that letter writing had made possible to the two of them—don't you see what the advertiser is asking for in the personality of the man, "capable of conducting the firm's correspondence and producing results?"

It is admitted that there are certain businesses that can not be conducted save through the personality of men appearing in person to the customer. On the other hand, there are businesses that live largely through mail correspondence. But as the personally conducted business needs the latter, so the letter business calls for occasional personal representations. Which leaves the head of a correspondence desk in possession of a long, weighty lever which he must use carefully and deftly to his needs.

We have conceded that a letter between the oldest of friends must leave gaps that only personal conversation can fill. At a first glance, this might appear as the easiest of all correspondence—which it is and which is used as showing how delicately the correspondence of many lines of business must be conducted in order "to get results."

What are the results that the correspondent must get? Anything and everything no more than covers the

field. His correspondence may range between the "kick" letter, which at most he knows is caused by chronic grouch, up to the firm's own importantly selfish request, worth money to the firm if it can get an answer, and worse than not having written if it can not.

The time was not so long ago that the head of a business was that business' correspondent. Likely the "old man" had his slouchy printed letterheads on indifferent paper, wrote with a crabbed hand and drew his words from his own narrow world of practical endeavor.

In those days, however, his business relations had recourse only to the same general material and lack of life and personality in a letter from their side of the business relation.

Gradually the evolution of business on larger, broader lines has made the correspondence work of the house a specialized work of itself. Often a single stenographer may make the rounds of half a dozen heads of a house and transcribe her notes in conventional way; or a business may be so centralized in its correspondence that a single head conducts virtually the whole correspondence from the house.

In either way, however, it is expected that the expert correspondent for the house shall produce letters commensurate with the grade of paper and the engraved headings of his correspondence material. And nothing appears more sadly crude and lacking in a business letter than a bungled typographical letter from the dictation of a man who does not know how to write a letter after four hours delving with his pen in his private office.

It is not easy for a man, knowing how to write good English, to sit and talk it to a stenographer. In case of some of the business men whom I know, one of the most painful of all exhibitions to me has been the dictation of an official letter at the hands of one who has to meet an important condition. Often I have been asked to remain seated while "I get a letter into the mail," and in waiting I have sweated sympathy for the correspondent. He has halted, looked at unresponsive corners of the ceiling, caused phrases to be read over to him, ordered cancellation of this and that, and finally ended in a letter of such nondescript, unmeaning jargon as to be impossible to the recipient.

Everything of actual touch is lost in such a letter. It is as impersonal as a discarded tin can in the alley. A recipient of such a letter, having a nervous organism at all, would have the sensation that something had touched him from some direction in some ill-defined way for an ill-defined cause.

In correspondence work a man's time is valuable. He may have stacks of letters that seem to grow larger with each call of the postman. The natural consequence would be for the correspondent to cut his letters short—as often he does. The trouble is that in cutting letters to their briefest contents that mere cutting may work a costly blunder.

In the classification of all letters to many of the great houses the work, if possible at all, would result in a department store of letters, ranging from the most serious of letters down to the most trivial, with a score or a hundred branches of the business involved. Often that most trivial letter may be hardest of all to answer. If the old, educated friends have found their own letters falling short of what they would have them accomplish, how much more serious it may be when a letter seeming trivial in business becomes in the end a subject of most important consultation before the business house has made itself plainly and satisfactorily understood?

Good Will Staple Asset.

Business in general has come to regard the good will of a customer as a staple asset. Often it costs no more than a letter and a 2 cent stamp to get that good will and hold it. Yet often that man to be had for a 2 cent stamp may be in a position of having cleared away a doubt, or a mistaken judgment, an inferred snub, or like soreness that he holds. He does not ask for a long letter; its number of words does not count; it is the personal touch and the consideration he receives in the manner best fitted to reach him that finds response in his heart. Would a man attempt it with the common: "Dear Sir: Your note of the 15th inst. received and contents noted. In reply would say that," etc.?

The correspondent who DOES reach such a man must take the

man's measure from the contents of his letter. He must be able to understand the situation and to put himself in the man's place. After which a letter, based in the common relations of man to man, will be the letter that strikes home and which stays there.

I know of a case only a few days ago when a housewife received eleven oranges in a bag that should have contained the even dozen that she had paid for. There had been other shortages in similar circumstances. She wrote a letter to the downtown store, making complaint of this single instance and calling attention to other circumstances which she had not made complaint of.

Manager "On To His Job."

In answer to the complaint the general manager said that others in the vicinity of this particular branch station had made similar complaints. That the whole matter was in process of investigation, and an urgent request was made of her that she cooperate in the investigation by making complaint at any time that the service was unsatisfactory. But more than this, the next round of the wagon brought an excellent orange to replace the one that was short of the dozen.

Perhaps some of these larger houses in this manner suffer from complainants. But it is a safe guess when one complains of the shortage of a two for five orange and expends paper and a 2 cent stamp with which to make the complaint. And it is an admirable policy when, in the face

Reynolds Asphalt Granite Shingles

"Will last as long as the building"

We reason that the life of a building depends very much on the quality of the ROOF. One can never tell when or where a bad leak is going to occur, or when a neighborhood fire may send a burning ember onto the roof and start a fire instantly if wood shingles are in use.

Our ASPHALT SHINGLES are made 8 x 13 inches, and are to be laid ¼ inch apart and 4 inches to the weather.

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Our ironclad guarantee is evidence of our unbounded faith in the shingles which are not in any sense an experiment, as we gave them years of severe weather test before placing them on the market. Weather will not affect them; they cannot warp, rot, split or blow out, and the nails will not rust as they are driven through ASPHALT, which is an absolute rust preventative. These shingles can be painted, where a color effect is desired, with our SPECIAL ASPHALT COLORS, and the expense is less per square than staining wood shingles.

Lower Insurance Rates

A saving in insurance rates is assured where our GRANITE SHINGLES are used, and while it is not large, it all helps to favor the use of a FIRE RESISTING roof covering.

We can furnish mechanics to lay the shingles, if required. Ask for free Shingle Book.

H. M. REYNOLDS ROOFING CO.

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of restitution, a letter of that kind is written.

And the neat typographical appearance of a letter, leaving wide margins and clear type on the typewriter page of good linen paper, is appreciated as adding much to a letter from the up to date house. Instantly the receiver of it is impressed that at least a costly correspondence desk has considered him worthy of answer. But there is no reason why, in text, such a letter should not be balanced and written with a touch of human interest also in it.

Hollis W. Field.

The Real Things in Business Life.

There is a legend in the Old Testament about the young man, a Jew, who, desiring to know the law of his country, went to the principal rabbi of that country, and said: "Rabbi, what is the law?" The rabbi said, "My son, I can not tell you the law, but go to a certain man, the greatest lawyer of this land, and he will tell you the law."

This young man went to the great lawyer, and said to him: "Master, what is the law?" and the master said to him, "The great law of the Jewish nation is this: 'Do well unto others as ye would they should do unto you.'"

That law has been handed down to us in a thousand languages and preached from millions of pulpits—the law of fair play and the square deal. The real thing in business life to-day is fair play, and fair play in all things.

Another real thing in business life to-day is character and quality. Two men a thousand or two years ago started to build two houses, both of them exactly alike. Both had the same ideas up to a certain point, but one of them built his house upon a rock foundation and the other only on the surface of the sand. These men were inspired with the same thoughts that you and I have, or any other man has—that we may live long enough to build a beautiful home for our family—our loved ones' comfort.

These two men had the same ideas and the same inspiration and they started to build. One man burrowed into the earth until he struck solid rock. The other man started on the surface. The same architect completed the two houses—they were practically the same buildings. The man whose house was on the surface aid to his friends, "That old fool friend of mine has spent a lot of money on the foundation. I built this house for one-third less cost and I have as good a house as he has. His friends agreed with him, agreed that the other man was a fool; but finally one day the heavens were overcast and the sea rolled up and beat upon these house, and the one built upon the sands fell, but the one builded upon the rock remained steadfast.

It is the same, my friends, to-day in business life; take it from the Indiana line on the south to the great arm that reaches out into Lake Superior on the north and the successful hardwareman you will find in all this vast region is the one who builded his busines on character and quality

every time. No business has ever been built on anything but the solid rocks of fair play and quality.

Another real thing in business life to-day is consistency. Be consistent, whether in business or political life. Be consistent in your business affairs. Ask yourself the question, Am I a fair competitor myself? Did you ever think of the little things you do for money, the little things I do for money—when I think of them I am ashamed.

We work hard all day, lie about our competitors, cheat our customers and all for what—just a little money. Now don'tt say you don't do it, because you do.

Another piece of unfair competition is this: How many of you buy your clothes at home? How many of you have your wives buy their millinery at home? Don't you know this is the meanest and most unfair competition you have to inflict on your fellow merchants in other lines? Your local prints "Mrs. John Jones has gone to Grand Rapids or Detroit," and she is the hardwareman's wife, and don't you know that the farmers' wives read that piece of local news and say to themselves, "If So-and-So or Mrs. Jones can not buy her goods in this town, why ought we to do it?"

Yes, and how many of your wives belong to the "Larkin's Club," who have only this way of getting their little knick-knacks? How many of you know about this—of course you do not find any "hardware" in the house from the Club if you are a hardwareman, nor does the dry goods man find any dry goods from this Club in his home. Oh, no, she is wise enough for that, but she gets what she wants just the same. And all this is unfair competition for the merchant in whatever line it may be.

Another of the real things is to be loyal to the legitimate jobber. I do not care what his size may be, if he is a legitimate jobber, be fair with him and loyal. I believe the bulk of business men are with me in this. Mr. Jobber, we want to give fair play and we want fair play. I do not care whether we agree on the parcels post bill or not, but we do agree on one thing, and that is that organization is a great thing and we organize for the purpose of getting fair play and of giving it.

Another real thing is to be loyal to your organization and the business it helps to protect. Be loyal to your Association, to the legitimate jobber, loyal to the country newspaper who is carrying on the fight for you and treat it with good fellowship and a square deal and victory will come to you.

M. M. Callaghan.

Spare Time.

There isn't any. You never knew a well trained clerk that admitted he had any spare time. Under the counter needs cleaning out. The shelves need finishing touches. The counter goods need rearranging and dusting off. The scales need adjusting. The drawers need overhauling.

Every minute that you are not selling goods something, to the active man, needs to be done. There is no "spare time." W. E. Sweeney.

Michigan, Ohio And Indiana Merchants

have money to pay for what they want. They have customers with as great a purchasing power per capita as any other state. Are you getting all the business you want? The Tradesman can "put you next" to more possible buyers than any other medium published. The dealers of Michigan, Ohio and Indiana

Have The Money

and they are willing to spend it. If you want it, put your advertisement in the Tradesman and tell your story. If it is a good one and your goods have merit, our subscribers are ready to buy. We can not sell your goods, but we can introduce you to our people, then it is up to you. We can help you. Use the Tradesman, use it right, and you can not fall down on results. Give us a chance.



Things That Make For Success on the Road.

A salesman of experience realizes that ideas—practical methods of selling goods—are of the greatest value and he also knows that it pays him to search for them.

He can not successfully employ the same old way of doing things month after month and year after year. He must be modern, up-to-date, as much or more so than men of other professions.

A physician or lawyer finds that to compete successfully he is compelled to read all the time, in order that he may learn of advancement in treatment or in procedures.

Experience is the best teacher, but the road of the individual's experience is narrow and rugged and it does not fall to each to have the same experience or to have the same views of similar experiences.

If we learn from another that fire will burn us, it is not needed that we place our fingers in the fire to prove the truth of it. It is better to accept the statement and avoid the suffering.

How many times does the salesman fail to sell certain buyers without knowing why? All his experience seems to count for nothing in some cases, and it may be some trifling matter, some apparently unimportant oversight which causes the trouble.

To discover the missing link in his method may and does much to the salesman.

How may he do this? By learning the experience of others.

Every idea supplies a "missing link" in his chain of reasoning. Correct conclusions depend upon correct premises from which to reason. The more good ideas the better the basis for good work.

A salesman who gets one idea which helps make a sale, from reading a copy of any publication dealing with salesmanship or business, can make enough from this one sale to pay him for the time devoted to reading.

A looker-on often sees more than gamblers. A man who has been shaved by a thousand barbers knows more about different ways of doing it than any barber.

A man is duller in his own business than he is in the business of others, at least, he believes so and with good reason. In his own business he learns how much he does not know. The vastness of his ignorance appalls him. Basing his action on the rule that the average man realizes that he does not know too much about

even his own business, a salesman may proceed with more confidence.

The fear which paralyzes some salesmen is the fear which arises from undue reverence for the supposed greater knowledge of the buyer. Give a buyer credit for only such incomplete knowledge as it may be assumed every human being possesses, and you rise, in self-estimation, to an equality.

In war it is more difficult to make a successful charge against forces whose position is on an elevation. Attempting to influence a buyer, who in your belief is higher than you are, is like a charge up hill. A reverence for man is, with some human beings, greater than their reverence for divinity. It is false reverence in business and detracts from business force.

Salesmanship consists of brain work, not brawn work. It is mind, not muscle, which does the business.

It is not that a man may not know certain things, but, rather, that he does not realize their true value in practice or utilize them. I learned why I did not interest a certain buyer by accidentally overhearing the remark of a 6-year-old boy who happened to be in the store at the time. I then sold the merchant without serious difficulty.

The wish to establish confidence on the part of the buyer, with a consequent permanence as a customer, should not be allowed to overbalance the wisdom of taking the order today.

If one adheres to rules of fair dealing confidence must come, but many salesmen neglect to-day in the hope of to-morrow. They should remember that their trade is with grown-up people, not with children. Trade will grow faster if the salesman takes solid orders and gives solid values.

The consciences, so-called, of many salesmen are too tender. I would call an extreme tenderness a symptom of ignorance rather than a virtue.

A salesman does not make permanent friends by yielding to demands for inside prices. It is a sign of weakness and weakness excites pity rather than admiration.

It is a false idea of his profession which prompts a salesman to give cut prices, at the expense of his house. Greater than all he is false to himself.

Inferiority is a makeshift with no future; superiority is self-sustaining and its advantages are cumulative.

Once buyers learn that a salesman will yield to pressure and a lower price, that salesman will be caused to lead a miserable existence thereafter

and will get no orders without a struggle.

Misrepresentation on the part of buyers is not always intentional, sometimes adverse conditions are implied rather than stated, but generally it will be found that the whole trouble is in the imagination of the salesman.

If a buyer shows a salesman a competitor's bill, or, rather, part of it, while turning over the upper or lower portion of the sheet so that all can not be seen, it can generally be taken for granted that it is a pure "bluff" of the buyer and a salesman should not accept it as evidence.

When a salesman writes his house that he has "seen the bill" let him be sure that he has seen the date, the whole bill, and knows all the conditions.

When all the conditions of certain sales on the part of a competitor are known in most cases there is less with which to find fault than at first glance appears.

When a salesman after repeated effort by ordinary methods fails to succeed with a buyer he should use extraordinary methods. He has nothing to lose but all to gain. There is a way to reach every buyer.

It is safer to disbelieve ill of a competitor than to believe it. If one believes he will be influenced to do likewise, and experience shows that at least 60 per cent. of such information is false.

Information of wrong-doing on the part of a competitor very naturally causes disquietude in the mind of a salesman. Under such conditions he should never immediately retaliate, but will profit more by deferring action until he has time to think it over.

A salesman is deceived when he believes any buyer is a "good friend" and will not misrepresent. He is a buyer first and a good friend afterward.

All men in trade do not care to accept business on the same conditions that other men do, and where men fail to make money, is in believing that they are sure to succeed, if they meet competition at all points.

Many buyers are ever on the lookout for bargains, and many salesmen get "picked up" on their cut price items without receiving an order for a fair share of more profitable merchandise.

When a salesman learns who these "snap you up" buyers are he should never offer his bargains until after he has received an order for a satisfactory amount of other goods.

A salesman whose success is dependent upon a good supply of "bargains" can not hope to establish himself as an adept in his profession. There are real bargains in price and there are bargains in appearance only, but the greatest bargains are those which possess extraordinary merit in salableness.

If you get a chance travel along the road in company with your competitor. The better you know him the more you will think of yourself.

Do not think because you get up at 6 in the morning that you will sell

the most goods. It is more a matter of when you go to bed, and how much sleep you get. You must feel good to do good.

Do not rely upon the introduction of another salesman to influence business for you. You stand on firmer ground if you introduce yourself.

We can work better to-day if we give not too much thought to to-morrow. There would not be so much weight in the pack of trouble we carry on our shoulders if we did not burden ourselves with next week's supply.

To climb a hill with least fatigue, never give thought to the many steps to the top, but only to the one step ahead of you.

When selling one man in a town forget all the others until you have done your work thoroughly with one.

Jumping ahead of your competitor does not pay. He gets all you leave behind and you leave behind more than you get.

Merely wishing for business does not get it. It is like holding the bag in an after-dark "snipe hunt."

Seeing a customer once at the right hour is better than seeing him ten minutes at the wrong one.

Sell many rather than sell few. Sell often rather than overstock a customer with perishable goods. Yet, see to it that you sell enough to shut out a measure of purchases of similar supplies from other sources.

Do not try to get it all. Leave a little for the other fellow. If he does not get some of the business he will be more strenuous and get more than he would if he were not satisfied in his ignorance of greater things.

You must not expect the buyer to be lavish in praise of your goods. It would be poor policy on his part. He praises your goods to your competitor.

W. N. Aubuchon.

It may be a little out of your way to

Hotel Livingston Grand Rapids

but we went a little out of our way to make our Sunday dinners the meals "par excellence."

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.

Will Carry More Traveling Salesmen.

Indianapolis, Aug. 30—To induce more travelers to go on the Indianapolis boosters' trips is the aim of traveling men since the return from the trip of the boosters to Illinois. Of the party which went on that trip a large number were traveling men, and these were so enthusiastic over the possibilities for boosting, open to traveling men by these tours, that a determined effort is to be made to have a larger representation of the commercial travelers of the city on the trip planned for early in October, which will be the most pretentious that has been undertaken.

On the previous trips which the Indianapolis Trade Association has made a number of traveling men have accompanied it, but they have attended only by invitation. Primarily the trips have been designed for the members of firms and the representatives of various houses as business men. Some firms have asked their traveling men in the territory visited by the trips to help in the boosting, but there has been no planned effort at having the travelers, as such, boost with the other boosters among their customers along the march of the Trade Association through Indiana.

It is the belief of the traveling men, however, that they should have an important part of the boosting to do when the next trip is taken. The men who cover the territory in Southern Illinois in October are hoping to take an active part along with the business men of the city in spreading the advantages of trading with Indianapolis houses.

News and Gossip About Indiana Travelers.

Indianapolis, Aug. 30—The committees of the Joint Picnic Association are beginning to plan for the picnic to be held next year. It is intended to reach travelers in many more cities of the State than were represented this year and increase largely the attendance as well as the programme.

Henry G. Adams, of Plainfield, N. J., an old-time Indianapolis traveler, is visiting for a few days at the home of Enos Pray, on Ashland avenue.

J. C. Holmes, President of the Commercial Travelers' Association, is out of the city on a ten days' vacation.

Jefferson Kaylor is at the lakes for a short vacation.

W. J. Sumner is taking an extended trip through the East.

The tattooed man at the "Adams and Forepaugh circus" at the travelers' picnic was the genuine article, although few believed it. Owen Browne, of Indianapolis, did not have to resort to grease paint.

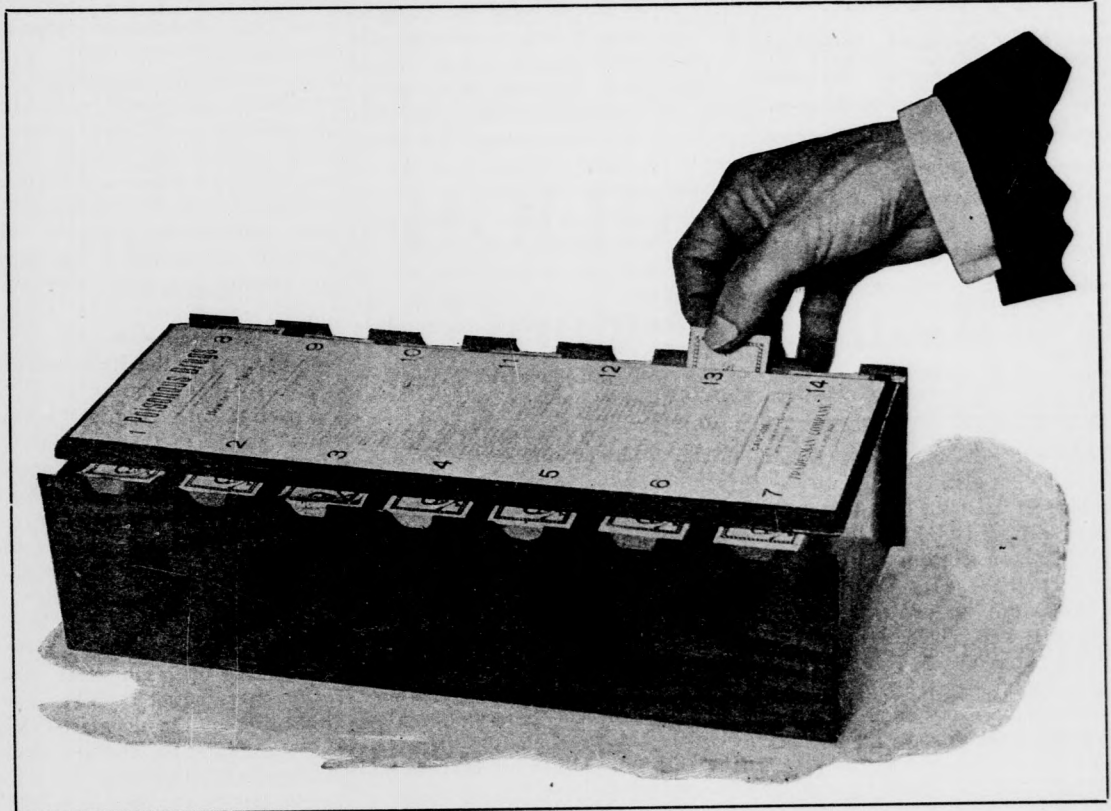
Twenty new members have been added to the Commercial Travelers' Association this month.

Al Brewer, a veteran traveler who has not been seen in Post B for more than a year, paid a visit there last week.

When a man's religion is on his sleeve it is usually part of his cloak.

The shifty worker is never shifted up.

Tradesman Company's Classified List of Poisonous Drugs

**THE LAW**

H. S. Sec. 9320. Every apothecary, druggist or other person who shall sell and deliver at retail any arsenic, corrosive sublimate, prussic acid or any other substance or liquid usually denominated poisonous, without having the word "poison" and the true name thereof, and the name of some simple antidote, if any is known, written or printed upon a label attached to the vial, box or parcel containing the same, shall be punished by a fine not exceeding \$100.

To enable druggists and country merchants to meet the requirements of the above statute without going to the expense of putting in a large assortment of labels, we have compiled and classified a list of drugs which are poisonous or become so in overdoses.

They are arranged in *fourteen groups*, with an *antidote* for each group; that is, an antidote for any of these poisons will be found in some one of these fourteen antidotes.

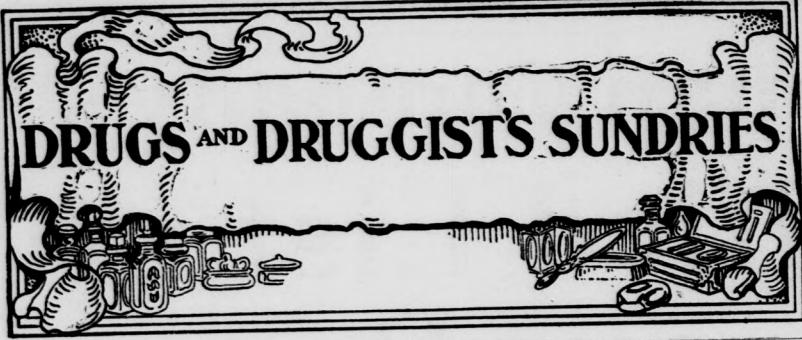
This arrangement will save you money, as it does away with the need of the large variety of antidote labels usually necessary, as with a quantity of each of the fourteen forms you are equipped for the entire list.

There are 113 poisonous drugs which must all be labeled as such, with the proper antidote attached. Any label house will charge you but 14 cents for 250 labels, the smallest amount sold. Cheap enough, at a glance, but did you ever figure it out—113 kinds at 14 cents—\$15.82? With our system you get the same results with less detail and for less than one-third the money.

By keeping the labels in a handsome oak case they never get mixed up and they do not curl.

Price, complete, \$4.00. Order direct or through any wholesale house.

Tradesman Company GRAND RAPIDS,
MICHIGAN



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.

An Opportunity Lost To the Druggist.

The biggest mistake that the average retail druggist makes in his effort to increase his business is due to the fact that he absolutely fails to tie his store, in any noticeable way, to the well placed advertising that every moment of every day is informing hundreds of his "could-be" customers of the many good points in favor of the good things that line his shelves.

Speaking from casual observation and, at different times, personal investigation, it is very evident that these conditions are actual and not in any sense pictured for effect. Further, the one essential ingredient lacking in most every retail dealer's bottle of aggressiveness is his utter disregard of the money that the big and little manufacturers of many well-known proprietary articles are expending in every legitimate way to educate the public—to actually drive the buyer into some store with a well filled pocketbook behind which is a request for some branded article. It does not require the service of a Philadelphia lawyer to enable one who is halfway interested to find out why it is so hard for the average retail druggist to work his business up to a point where it yields him something more than a mere living. To those who understand the obstacles in the way of making a retail investment of this kind profitable, the following suggestions are worth considering, because it will not cost any money to do the thinking or, better still, to put the thought into operation.

It is not necessarily looking into the dark or making any foolish statement to say that there are plenty of cities, and even towns, throughout the country where there are more retail drug stores trying to do business than conditions justify, and the results are always the same, small sales,

smaller profits, but absolutely no reduction in the operating expenses. The very existence of so many of these retail stores helps the consumer in a way—it makes it very easy to get what he wants in any one of a dozen places, because all are struggling for business, within a hundred yards or so from where the prospective customer happens to be at any time during the day.

Such conditions make it necessary, yes, make it absolutely essential, for the merchant to do something out of the ordinary to not only hold the trade that is his because of its close proximity, but best of all to attract others who are wont to have their orders filled elsewhere.

Why not put your ear to the ground and heed the rumbling of the business that is being generated by the tremendous amount of money that is spent on advertising the electric spark of the business world, the thing that moulds public opinion? The force of that advertising is greater than we can readily grasp, and still the average retailer goes along trying to be happy and successful on thirty cents' worth of business, when a bigger trade is within his grasp, if he will only adjust his harness and drive out of the rut.

Why not, as a beginning, take the pages of the magazines and the daily newspapers, containing the advertisements of the articles already on the shelf, and paste them attractively in your window, with an appropriate catch line, indicating that you have the very latest fad or fancy within easy reach? Even passing attention to the details of this kind would soon show results and to persistently employ such tactics, changing them as conditions warrant, would certainly work wonders in the shape of good business the effort would create. Try this suggestion for thirty days, and do it enthusiastically and you will hear the constant tinkle of the cash drawer and the answer will always be "ready money!"

It would be a mighty hard matter to compile figures that would even approximate the total amount of money that is being spent by reliable manufacturing concerns to establish a better understanding of their goods in the minds of the buying public; but for argument's sake it no doubt will be granted that it is a mighty big pile. It will be readily granted, too, that the business producing force of this persistent advertising is something that must be reckoned with and not merely passed by for the want of a personal reason to investigate. If the average merchant will take ten minutes by the clock to reason out

the excuse for this advertising, what it has done in building up so many concerns, he will be apt to realize that to tie even a decimal part of those well thought out business announcements to his individual store would not be a half bad move, after all. Take the newspapers and magazines, as they all come out from day to day and month to month, study the advertising pages carefully, get the reason, get the gist of things that you are bound to have calls for. Write the manufacturer who pays the bills for more information; ask for his selling plans, even if you do not contemplate buying; ask for those well made cuts that you may use in your own local advertising. Question the manufacturer from your point of view, from your knowledge of local conditions, get posted, cultivate a bit of optimism and then apply one-tenth of what you gain to your own business. In other words, just harness your store to the other fellow's noise while he is paying the bills and profit by the degree of ingenuity that you employ from time to time.

W. C. D'Arcy.

Get Ready For the Kalamazoo Meeting.

Traverse City, Aug. 29—Please call the attention of the druggists to the importance of their being present at the coming meeting of the Michigan Retail Druggists' Association at Kalamazoo Oct. 4 and 5. Because we have not reported the receiving of new members for some time is no indication that there has been any lagging in interest. New members are coming in each week, but the really encouraging things are the awakening of the druggists throughout the State to matters affecting us, especially legislation, as indicated by the letters the Secretary has been receiving. Also the enquiries about the meeting at Kalamazoo. Everything points to a large attendance. An important letter will be mailed this week by the Secretary to every druggist in Michigan, and they should give it immediate attention. Let me urge them to be active for their interests at the primaries Sept. 6. I am pleased with the response to my suggestion at the meeting in Grand Rapids that we "get into politics." It is likely that there will be a joint meeting of the Legislative Committees of our Association and the Michigan State Pharmaceutical Association at Kalamazoo the morning of Oct. 4.

C. A. Bugbee, Pres.

Perfumed Disinfectant Papers.

This paper is a porous or bibulous paper which has been impregnated with some disinfectant or bactericide such as bichloride of mercury; a reasonable definite amount of which is supposed to be present in each leaflet. In use one or two leaflets are floated in a basin of water which is then to be used as a wash or injection. These papers and their use are not to be mentioned in polite society and we are in no position to give a definite formula.

The highest form of hospitality of which some people are capable is to entertain an idea.

Acid Phosphate Marks on Marble.

Because of the destructive action of the acid it will probably be necessary to have the marble repolished. If the acid stain is only very slight the following process will improve it: Mix quicklime with strong lye to the consistency of thick cream and apply to the marble surface with a brush. Leave the composition in contact over night and wash off in the morning. If this is of no avail, mix 4 ounces soft soap with an equal quantity of whiting, add 1 ounce of soda (sodium hydrate) and a half ounce of copper sulphate in powder and boil the whole together for fifteen minutes. Rub this mixture, while still hot, over the marble, using a bit of flannel on a stick for the purpose. Leave the application in place for twenty-four hours, then wash off and polish.

To restore polish after any of these operations, with a bit of old felt hat, wrapped around a bit of wood, and with it, water and emery powder, rub the marble until an even surface is obtained. The emery powder should be in graded sizes, using coarser first and finishing with the finest flour of emery (changing the felt with each change of powder). The flour will leave a comparatively fine gloss on the surface, which should be heightened by putty powder and fine clean cotton rags, finishing with silk. No water should be used toward the last.

While polished marble has of itself an agreeable appearance, the latter may be very much heightened by the application of an appropriate varnish—such, for instance, as is obtained in mixing 1 part of white wax, 1 part of sandarac and 6 parts of oil of turpentine. Solution is effected by the aid of a gentle heat on the water-bath (never over an open fire), and the preparation applied with a soft brush. Even white wax dissolved in turpentine highly improves the appearance of marble. The ancient Greeks applied wax as a finish to all marble, even the most exquisite statuary, from which fact, according to some authorities, we derive from the Latin the word "sincere," meaning, without wax, which we suppose indicates that the person so called is natural; in other words, has not been varnished up.

Jelly of Roses.

Soak 2 ounces of gelatin over night in 3 pints water, then heat on a water bath until dissolved. Add 24 ounces glycerin and 20 minims oil rose, previously mixed with 2 drams white of egg. Dissolve 4 grains thymol in 2 drams alcohol and add. Heat until the albumen coagulates and filter, while hot, through a cotton bag.

FOR SALE MERCHANTS, ATTENTION WHOLESALE ONLY

Photos of all Floats, Freaks, Bands, Etc., in Home Coming Parades. 8 x 10 photos, \$2.50 per doz.; \$1.75 per half doz.; \$1 per quarter doz. Post cards, 50c per dozen. Send postoffice orders.

Fancy Christmas Cards from \$2.50 per 1,000 up. Write for samples.

ALFRED HALZMAN CO.
 28 Michigan Ave., Grand Rapids
BERT RICKER, Manager

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Aceticum, Ammonia, Aniline, Baccas, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Macis, Magnesia, Mannia, Menthol, Morphia, Myrica, Nux Vomica, Os Sepia, Pepsin, P D Co., Pictis, Pil Hydrarg, Piper, Pix Burgum, Plumbi, Pulvis, Pyrethrum, Quassia, Quina, and Thebromae.

HOLIDAY GOODS
Druggists' Sundries
Books Stationery
Sporting Goods

OUR line of miscel for Holiday Season are now on display in Manufacturers Building, Ionia street, upon the second floor. Please write or telephone us and arrange for such a time as suits your convenience, and allow us to say that the earlier we can have your order the better we can serve you.

Our stock is larger and better selected than ever before.

Yours truly,
Hazeltine & Perkins Drug Co.,
Grand Rapids, Mich.

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.

MICHIGAN TRADESMAN

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets By Columns

Table listing market categories A through Y, including items like Ammonia, Baked Beans, Butter, Canned Goods, etc., with corresponding column numbers.

Table 1: ARCTIC AMMONIA, AXLE GREASE, BAKED BEANS, BATH BRICK, BLUING, BROOMS, BRUSHES, BUTTER COLOR, CANDLES, CANNED GOODS, CARBON OILS, CEREALS, CHEESE, etc.

Table 2: OYSTERS, PEACHES, PINEAPPLE, PUMPKIN, RASPBERRIES, SALMON, SARDINES, SHRIMPS, SUCCOTASH, STRAWBERRIES, TOMATOES, CARBON OILS, CEREALS, CHEESE, etc.

Table 3: CHEWING GUM, CHICORY, CHOCOLATE, CIDER, SWEET, COCOA, COFFEE, RICE, etc.

Table 4: COCOANUT MACAROONS, COCOANUT HONEY CAKE, COCOANUT HON. FINGERS, CRUMPETS, DINNER BISCUIT, etc.

Table 5: DRIED FRUITS, FARINACEOUS GOODS, FLAVORING EXTRACTS, GRAIN AND FLOUR, etc.

6	
Kansas Hard Wheat Flour	
Judson Grocer Co.	
Fanchon, 1/2 cloth	6 40
Lemon & Wheeler Co.	
White Star, 1/2 cloth	6 10
White Star, 1/2 cloth	6 00
White Star, 1/2 cloth	5 90
Worden Grocer Co.	
American Eagle 1/2 cin	6 10
Grand Rapids Grain & Milling Co. Brands.	
Purity, Patent	5 25
Seal of Minnesota	5 60
Wizard Flour	4 85
Wizard, Granam	4 85
Wizard, Gran. Meal	3 60
Wizard, Buckwheat	2 80
Kye	4 80
Spring Wheat Flour	
roy Baker's Brand	
Golden Horn, family	5 90
Golden Horn, bakers	5 80
Wisconsin Rye	4 40
Judson Grocer Co.'s Brand	
Ceresota, 1/2s	6 80
Ceresota, 1/2s	6 70
Ceresota, 1/2s	6 60
Ceresota, 1/2s	6 50
Lemon & Wheeler's Brand	
Wingold, 1/2s	6 75
Wingold, 1/2s	6 65
Wingold, 1/2s	6 55
Worden Grocer Co.'s Brand	
Laurel, 1/2s cloth	6 20
Laurel, 1/2s cloth	6 10
Laurel, 1/2s cloth	6 00
Laurel, 1/2s cloth	6 00
Voigt Milling Co.'s Brand	
Voigt's Crescent	5 60
Voigt's Flouring	5 60
Voigt's Hygienic	
Graham	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	
2 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 09	
Manzanilla, 3 oz.	75
Queen, pints	50
Queen, 19 oz.	50
Queen, 28 oz.	4 00
Queen, 5 oz.	7 00
Stuffed, 5 oz.	1 45
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. 572, Special	1 75
No. 98 Golf, satin fin.	2 00
No. 808 Bicycle	2 00
No. 632 Tourn't whist	2 25
POTASH	
Babbitt's	4 00

7	
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
Pure in tierces	14 1/2
Compound Lard	11
80 lb. tubs, advance	1/2
50 lb. tubs, advance	1/2
20 lb. tubs, advance	1/2
10 lb. pails, advance	1/2
5 lb. pails, advance	1
3 lb. pails, advance	1
Smoked Meats	
Hams, 12 lb. average	18 1/2
Hams, 14 lb. average	18 1/2
Hams, 16 lb. average	18 1/2
Hams, 18 lb. average	18 1/2
Skinned Hams	20
Calf, dried beef sets	18 1/2
California Hams	11 1/2
Boiled Ham	15
Berlin Ham, pressed	11
Minced Ham	11
Bacon	21
Sausages	
Bologna	9
Liver	5
Frankfort	10 1/2
Pork	11
Veal	11
Tongue	11
Headcheese	9
Beef	
Boneless	14 00
Rump, new	14 00
Pig's Feet	
1/2 bbls., 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, 1/2s	90
Potted ham, 1/4s	90
Deviled Ham, 1/2s	50
Deviled Ham, 1/4s	50
Potted tongue, 1/2s	90
Potted tongue, 1/4s	90
RICE	
Fancy	7 @ 7 1/2
Japan	5 1/2 @ 6 1/2
Broken	2 1/2 @ 2 1/2
SALAD DRESSING	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35
SALERATUS	
Packed 60 lbs. in box	
Arm and Hammer	3 00
Deland's	3 00
Dwight's Cow	3 00
L. P.	3 00
Standard	1 80
Wyandotte, 100 3/4s	3 00
SAL SODA	
Granulated, bbls.	80
Granulated, 100 lbs. cs.	90
Lump, bbls.	80
Lump, 145 lb. kegs	90
SALT	
Common Grades	
100 3 lb. sacks	2 40
60 5 lb. sacks	2 25
28 10 1/2 lb. sacks	2 10
56 lb. sacks	32
28 lb. sacks	17
Warsaw	
56 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20
Solar Rock	
56 lb. sacks	24
Common	
Granulated, fine	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
Hallbut	
Strips	15
Yunks	16
Holland Herring	
Y. M. wh. hoop, bbls.	12 00
Y. M. wh. hoops, 1/2 bbl. 6 40	
Y. M. wh. hoops, kegs	70
Y. M. wh. hoop Milchers	
kegs	60
Queen, bbls.	10 00
Queen, 1/2 bbls.	5 25
Queen, kegs	60
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

8	
Mess. 40 lbs.	
Mess. 10 lbs.	6 00
Mess. 10 lbs.	1 75
No. 1, 100 lbs.	
No. 1, 40 lbs.	6 00
No. 1, 10 lbs.	1 60
No. 1, 8 lbs.	1 30
Whitefish	
No. 1, No. 2	1 90
100 lbs.	9 75 @ 3 65
50 lbs.	5 25 @ 1 25
10 lbs.	1 12 @ 55
8 lbs.	92 @ 48
SHOE BLACKING	
Handy Box, large 3 dz	2 50
Handy Box, small	1 25
Bixby's Royal Polish	80
Miller's Crown Polish	85
SNUFF	
Scotch, in bladders	37
Maccaboy, in jars	35
French Rappie in jars	40
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 30
German Mottled, 10 bxs	3 25
German Mottled, 25 bxs	3 20
Marseilles, 100 cakes	6 00
Marseilles, 100 cks 5c	4 00
Marseilles, 100 ck toilet	2 10
A. B. Wrisley	
Good Cheer	4 00
Old Country	3 40
Soap Powders	
Snow Boy, 24 4lbs.	4 00
Snow Boy, 60 5c	2 40
Snow Boy, 30 10c	2 40
Gold Dust, 24 large	4 50
Gold Dust, 100-5c	4 00
Kirkoline, 24 4lb.	3 80
Feenine	3 75
Soapine	4 10
Babbitt's 1776	3 75
Roseine	3 50
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, Cochin	14 1/2
Mace, Penang	50
Mixed, No. 1	16 1/2
Mixed, No. 2	15
Mixed, 5c pkgs. doz.	40
Nutmegs, 75-80	25
Nutmegs, 105-110	20
Pepper, Black	14
Pepper, White	15
Pepper, Cayenne	18
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 lbs.	6 1/2
Silver Gloss, 12 lbs.	8 1/2
Muzzy	
48 lb. packages	5
12 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

9	
2 1/2 lb. cans, 2 dz. in cs. 1 80	
Pure Cane	
Fair	16
Good	20
Choice	25
TEA	
Japan	
Sundried, medium	24 @ 26
Sundried, choice	30 @ 33
Sundried, fancy	36 @ 40
Regular, medium	24 @ 26
Regular, choice	30 @ 33
Regular, fancy	36 @ 40
Basket-fired, medium	30
Basket-fired, choice	35 @ 37
Basket-fired, fancy	40 @ 43
Nibs	26 @ 30
Siftings	10 @ 12
Fannings	14 @ 15
Gunpowder	
Moynue, medium	23
Moynue, choice	32
Moynue, 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
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
Hawatha, 5lb. pails	56
Telegram	31
Pay Car	35
Prairie Rose	49
Protection	49
Sweet Burley	41
Tiger	41
Plug	
Red Cross	30
Palo	35
Kylo	35
Battle Ax	37
American Eagle	33
Standard Navy	37
Spear Head, 7 oz.	47
Spear Head, 1 1/2 oz.	44
Nobby Twist	55
Jolly Tar	40
Old Honesty	44
Toddy	34
J. T.	33
Piper Heidsick	69
Root Jack	86
Honey Dip Twist	45
Black Standard	40
Cadillac	40
Forge	34
Nickel Twist	52
Mill	32
Great Navy	36
Smoking	
Sweet Core	34
Flat Car	32
Warpath	26
Bamboo, 16 oz.	26
I X L, 5lb.	27
I X L, 16 oz. pails	31
Honey Dew	40
Gold Block	40
Flagman	40
Chips	38
Kiln Dried	21
Luke's Mixture	40
Luke's Cameo	43
Myrle Navy	44
Yum Yum, 5c per gro	5 85
Yum Yum, 10c per gro	11 50
Yum Yum, 1lb. pails	39
Cream	38
Corn Cake, 2 1/2 oz.	26
Corn Cake, 1lb.	21
Flow Boy, 1 1/2 oz.	39
Flow Boy, 3 1/2 oz.	39
Peerless, 3 1/2 oz.	39
Peerless, 1 1/2 oz.	39
Air Brake	36
Cant Hook	30
Country Club	32-34
Forex-XXXX	30
Good Indian	26
best 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

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon 55 6 00

BAKING POWDER



YOUR OWN PRIVATE BRAND



Wabash Baking Powder Co., Wabash, Ind.
80 oz. tin cans 3 75
32 oz. tin cans 1 50
19 oz. tin cans 85
16 oz. tin cans 75
14 oz. tin cans 65
10 oz. tin cans 55
8 oz. tin cans 45
4 oz. tin cans 35
32 oz. tin milk pall 2 00
16 oz. tin bucket 90
11 oz glass tumbler .. 85
6 oz. glass tumbler .. 75
16 oz. pint mason jar .. 85

CIGARS

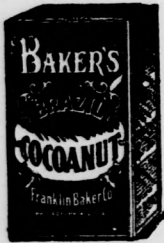
Johnson Cigar Co.'s Brand



S. C. W., 1,000 lots 31
El Portana 33
Evening Press 32
Exemplar 32
Worden Grocer Co. Brand
Ben Hur 35
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand 35
Standard 35
Puritana 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35

COCOANUT

Baker's Brazil Shredded



70 5c pkgs., per case .. 2 60
36 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case 2 60

FRESH MEATS

Beef
Carcass 6 1/2 @ 9 1/2
Hindquarters 8 @ 10 1/2
Loins 9 @ 14
Rounds 7 1/2 @ 9
Chucks 7 @ 7 1/2
Plates @ 5
Livers @ 5

Pork
Loins @ 16
Dressed @ 11
Boston Butts @ 15
Shoulders @ 12 1/2
Leaf Lard @ 13
Pork Trimmings @ 11

Mutton
Carcass @ 10
Lambs @ 12
Spring Lambs @ 13

Veal
Carcass 6 @ 9

CLOTHES LINES

Sisal
60ft. 3 thread, extra.. 1 00
72ft. 3 thread, extra.. 1 40
90ft. 3 thread, extra.. 1 70
60ft. 6 thread, extra.. 1 29
72ft. 6 thread, extra.. 1 50

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 35
70ft. 1 60

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

50ft. 1 35
40ft. 95
60ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination

Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

FISHING TACKLE

1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 to 2 in. 11
2 in. 15
3 in. 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

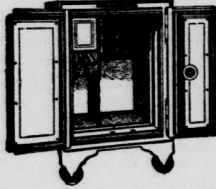
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's, 1 doz. Large .. 1 80
Cox's, 1 doz. Small .. 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. .. 1 25
Oxford 75
Plymouth Rock 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP

Beaver Soap Co.'s Brand



100 cakes, large size .. 6 50
50 cakes, large size .. 3 25
100 cakes, small size .. 3 35
50 cakes, small size .. 1 95

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

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

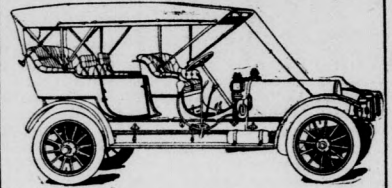
New York

Chicago St. Louis

Minneapolis

THE 1910 FRANKLIN CARS

Are More Beautiful, Simple and Sensible than Ever Before.
Air Cooled, 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.

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.

Shoe business for sale; excellent trade and location; clean stock; no incumbrances; reasonable rent; a select opportunity. Tell your shoe friend. Address Box 404, Manitowoc, Wis. 872

For Sale—My store, with dwelling attached. Stock of general merchandise, situated at Geneva, Mich. Ill health reason for selling. E. A. Clark, R. D. Townley, Mich. 871

Are you looking for a good location for retail business? Merging of well-established Big Rapids dry goods and boot and shoe stocks with local straight dry goods stock presents a good opportunity for live man and leaves vacant fine double store (about 25 x 100 feet each) with full basements, in finest brick block in heart of city. Fixtures, counters, shelving for dry goods complete for one store and partly for other. Splendid location for department or 5c and 10c store. Will rent responsible parties, double or single for unobjectionable business. Rent low, immediate possession. Wm. P. Nisbett, Big Rapids, Mich. 868

Hyland's Department store building for rent \$360 per year. Located landing of International bridge connecting Canadian town of Rainy River with Baudette. D. Hyland, Baudette, Minn. 870

Wanted—General store, house and lot in village. For pay will give good four family apartment house, \$4,000. C. W., 428 Superior St., South Haven, Mich. 869

DEAD

"Yet shall he live again."

Your "spiritual adviser" quotes that at all funerals. If you have a dead business and want it to live again, let me put on for you my Combination Sale. It will sell your merchandise at a profit. Write at once for particulars and state the amount of stock you carry.

G. B. Johns, Auctioneer, 1341 Warren Ave. West Detroit, Mich

For Sale—The stock and fixtures in the best located grocery store in Big Rapids, Mich. Doing a fine business and will stand the most thorough investigation. Poor health, or could not be bought. For particulars write X. Y., care Michigan Tradesman. 867

For Sale—A clothing and gents' furnishing goods store. Live town, fine location. Stock will inventory about \$8,500. C. A. Hough Trustee, Nashville, Mich. 866

For Sale—In Virginia, 17 million yellow heart pine, 12 million white and rock oak, one million feet of poplar, four miles to railroad. Price \$75,000. Reasonable terms. Branchville Timber Co., Branchville, Va. 865

For Sale—One of the best dry goods, ready-to-wear and shoe stores in one of the best farming and manufacturing towns of 2,000 inhabitants in Southern Michigan. Up-to-date in every way, goods, customers and buildings. No trading stock but a bargain for \$10,000 cash. Address No. 856, care Tradesman. 866

For Sale—\$3,500 good clean stock general merchandise, situated in factory town, within thirty miles Grand Rapids. Bargain. Address 854, care Tradesman. 864

Do you want a drug store where the prices are not cut? A profitable investment. Write C. E. Brower, Norcatur, Kan. 855

Read This, Mr. Merchant

Why not permit me to conduct a big July or August sale on your stock? You'll clean up on old goods and realize lots of money quickly. Remember I come in person, qualified by knowledge and experience. Full information on request.



B. H. Comstock, Toledo, Ohio

907 Ohio Building

For Sale—Stock of general merchandise in one of the best towns in Michigan, invoices \$8000. Can reduce stock to suit purchaser. Reason for selling, poor health and my son leaving. One competitor. Address Box H, care Tradesman. 864

Hardware stock in Grand Rapids. Good chance for "live wire." Goods bought right. Hardware, care Tradesman. 863

For sale—Protectograph check protectors for \$15; late \$30. Machines made by "Todd." If interested, order one sent on approval. N. Payne, Marietta, Ohio. 861

Opportunity to invest \$3,500 in Toledo, Ohio, business property that will net 9 per cent, yearly and increase in value. Store and flat rented for \$32 month, \$384 year, never vacant. Taxes \$43 year, insurance \$20, leaving net \$321. This is just as represented. M. O. Baker, 122 Superior St., Toledo, Ohio. 862

For Sale—General retail stock and buildings, 18 miles Grand Rapids. Good farming country. Have other property for sale also. Reasonable. Address No. 853, care Tradesman. 859

Fine opening for general stock at Manton, Mich., large store room, 24x30 now vacant, present owner has made a nice fortune here. Now too old. I wish to sell or rent building. Modern living rooms over store, has city water and electric lights, store rooms, fine cellar. Call or address C. B. Bailey, Manton, Mich. 842

Saw and shingle mill for sale. A new, up-to-date saw mill with daily capacity of 75,000 ft. A new shingle mill capacity 15,000. Complete logging outfit of Donkey engines, locomotive cars, etc. Have 60,000,000 feet of first-class fir timber, with 200,000,000 adjoining that can be bought. Address P. O. Box 1444, Tacoma, Wash. 850

Special Sales—The oldest sale conductor in the business, bar no one. Why engage a novice when you can get the services of one who knows the business from A to Z. Best of references as to my character and ability, from wholesalers and retailers. Personally conduct all of my own sales. W. N. Harper, Ball phone 1240, Port Huron, Mich. 849

Wanted—Those who want to buy improved farms at bargain prices to write for particulars to J. Hemenway Realty Agency, Au Gres, Arenac county, Mich. 848

For Rent—A two-story pressed brick building, 50x90, with basement, on the first floor and basement, on best corner location in the city of Lead, S. D. Steam heat, electric lighted; built for and run as a department store for past 10 years. Population, 10,000. Long lease given if desired. Possession Sept. 15. A great opportunity for right firm. Address P. A. Gushurst, Lead, S. D. 847

Wanted—A grocery stock in Southern Michigan town of 1,500 to 2,500 population. Will pay cash. Address Box 62, Jonesville, Mich. 846

The California Oil Digest, authority on oil sent free upon request. May be worth a fortune to you. California oil investors receive over a million and a half dollars dividends monthly. Are you getting your share. J. E. Levi, 411 So. Main St., Los Angeles, Calif. 841

Bring Something to Pass

Mr. Merchant! Turn over your "left overs" Build up your business. Don't sacrifice the cream of your stock in a special sale. Use the plan that brings all the prospective buyers in face to face competition and gets results. I personally conduct my sales and guarantee my work. Write me. JOHN C. GIBBS, Auctioneer, Mt. Union, Ia.

For Sale—Drugs, sick room supplies and gift stock in fine condition in a hustling town of 600 in Southern Michigan. Call or write at once, bids received to September 1. Stanley Sackett, Trustee, Gobleville, Mich. 840

For Sale—Drug stock in Southern Michigan, invoices about \$3,600. A money-maker. No dead stock. Will bear closest investigation. Address No. 834, care Michigan Tradesman. 834

For Sale—A \$4,000 stock of hardware, stoves and tinware in city of 4,000, having water, sewers, electric lights, paved streets and extra good schools, 54 miles west of St. Louis. Reason, sickness in family. Will sell or lease building. No exchanges. Wm. Poppenhusen, Washington, Mo. 831

For Sale—Band saw mill 6 1/2 ft. wheels, 8 inch saws, steam feed, gang edger. Two boilers, 75 H. P. each. With all equipment complete just as mill was when running. For particulars address Lesh, Prouty & Abbott Co., East Chicago, Ind. 827

For Sale or Trade—Drug stock and fixtures; everything new and up to date; must go this month. Address L. E. Feck, Sycamore, Ill. 826

For Sale—\$2,500 stock general merchandise and store building, 20 x 80 ft.; also house and lot; located on Nickle Plate R. R. Address N. E. Hoops, Peabody, Ind. 825

For Sale—A well equipped ice cream and soft drink factory, doing a good profitable business. Paying milk route in connection. Good local and shipping trade. Poor health, reason for selling. Address R 190, care Michigan Tradesman. 824

For Sale—My retail grocery stock; about \$2,000 required; old established trade. Reason selling, sickness. Henry F. Runge, LaCrosse, Wis. 811

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

To Rent—Modern store, splendid opportunity; only two dry goods stores in town. Mrs. Iver Larsen, Decorah, Ia. 787

WANTED

Men and women to come to me at Claremore, Okla., who are afflicted with Rheumatism, Eczema, Stomach Troubles, Old Sores, Blood and Skin Diseases, Nervous Disorders. I will guarantee a cure of the above diseases where the patient is curable. My charges for these cures is from \$50 to \$250, owing to condition of the patient. I have the greatest mineral water in the world. Cures and relieves these conditions at home. Two gallon jug \$1.25; five gallon jug \$3, F. O. B. Claremore, Okla. Address E. G. PERDUE, Claremore, Oklahoma.

Hotel For Sale—The Lake View House, 60 rooms, everything in good shape. Does all the commercial business. Doing a good paying business. Will sell at a reasonable price. Reason for selling, sickness and old age. Thos. E. Sharp, Elk Rapids, Mich. 751

For Sale—A first-class grocery and meat market, town of 1,500 population, invoices \$3,500. Doing good business. Reason for selling, going West. Address No. 748, care Michigan Tradesman. 748

Wanted—Stock of goods in exchange for good farm. Wm. N. Sweet, Lake Ann, Mich. 729

To Rent—Shoe store, brick, modern, 17 1/2 x 60 ft., with basement, shelving, counter, desk, light fixtures, shades, screens, awning frame. Good location. Good opening. Reasonable rent. Population 3,000. Julius R. Liebermann, St. Clair, Mich. 726

For Sale—A good custom flour and feed mill in Southern Michigan. Located in fine farming country and doing a good business and all machinery in good shape. Village has two railroads. For further information address Samuel Curtis, Cadillac, Mich. 715

For Sale—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

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. 52

Safes Opened—W. L. Slocum, safe expert and locksmith. 147 Monroe street, Grand Rapids, Mich. 104

HELP WANTED.

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

Wanted—Registered pharmacist to take half interest and manage a store. Established twenty years. Address No. 857, care Michigan Tradesman. 857

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

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.

INDIFFERENCE.

Aside from viciousness there is scarcely a quality more harmful in almost any walk in life than indifference. The listless clerk cools all the enthusiasm of his associates. They may strive to escape the contagion, which is repellent almost to the stage of repulsiveness; but, like malaria in the atmosphere, it hovers about and touches them, no matter how great the effort to throw it off.

It is still more noticeable to those who enter your store with a view to patronizing it. Coming in filled with the fresh air of enthusiasm and earnestness, to be met with the indifferent look or tone, it speedily sends mercury down in the veins of human interest. Goods which are displayed in a half-hearted way seldom make the same appeal to the customer as those shown with a spirit which shows that you really have something worth looking at.

"The worst sin," says Bernard Shaw, "against our fellow creatures is not to hate them, but to be indifferent to them; that is the essence of inhumanity." Said Charles Kingsley: "I go at what I am about as if there was nothing else in the world for the time being. That is the secret of all hard-working men." The duty is one which we owe to our patrons. We have no right to take from them the interest which they have freely manifested. They will soon detect the robbery and will in future hunt out some one who will enter into their needs with the proper zest. It is a duty to our employer, who will soon be with reason dissatisfied to find that we are curbing his patrons, throwing cold water on their plans, if not actually guilty of impoliteness. It is a duty we owe still more to ourselves. We should strive always to further the interests of customer and employer; but an indifferent manner begets lack of energy; and this, in turn, is a barrier to advancement, dwarfing continually the growth already attained.

BACK TO THE LAND.

It is a good many years since the song with the refrain "Our Uncle Sam is rich enough to give us all a farm," was sung. Uncle Sam has given a good many people farms and perhaps the impression is prevalent that the Government lands have been pretty much all taken and that if anyone wants to go into wild western real estate the purchase must be made through some individual. Such, however, is very far from the fact. It is over Government lands, what they contain and their future importance, that the conservation question arises. Hundreds of thousands of acres have been reserved by the Government, that thereby the welfare of all the people may be better served. A great many thousand acres were released and thrown open to homesteaders by a recent order of the President, for entry this fall. It can be depended on that crowds will throng the several localities in Wyoming, Washington, Oregon, Idaho, Utah, New Mexico and Colorado, where these lands will be opened to settlement in October. A

good many Americans who went into Canada with the idea that they could make big money farming have returned and more are coming back. The farming business in the United States is good enough if it is properly conducted. There is many a man eking out a precarious existence in the cities who would be better off if he could get a little agricultural education and locate on a small farm.

From Diamond Match To Shredded Wheat.

The many friends—and you can number them by the thousands—of Fred Mason, ex-National Secretary, will be surprised to learn that he has severed his connection with the Diamond Match Co. to take charge of the Shredded Wheat Co., Niagara Falls, N. Y., as General Manager.

The good work he has done for the past five years for the company he has left speaks for itself, for on many occasions he has made the "rough places" plain, and through his knack of doing things has brought "harmony out of chaos."

Fred Mason is noted as a speaker, and is gifted in many other ways, but we think and we take it from experience that his greatest gift is that of smoothing over some of the difficulties and evils that arise from time to time in the relations between manufacturer, wholesaler and retailer.

For the past ten years he has been the central figure in manufacturing, wholesaling and retailing grocery circles, reaching from the Atlantic to the Pacific, from the Gulf to the Lakes. You may ask, Why? Because he has always been consistent. No man could ever say that Fred Mason talked one way and acted another. But why go on? His whole life and work on behalf of the retail grocers of this country has been an "open book," and his reception at any retail grocers' convention shows that what he has done is appreciated, especially by the associated grocers.—Grocers' Advocate.

A rivalry far from friendly has arisen between New Orleans and San Francisco over the question as to where the Panama-Pacific Exposition shall be held. One or two other cities that have been temerous enough to offer suggestions, have gotten themselves disliked for mixing up in the controversy. Any city that wants to get up an exposition has the privilege of doing so, but what New Orleans and San Francisco are striving after is national recognition and presumably national funds. As far as the public generally is concerned it matters little what city gets the prize, so long as it is conveniently located and capable of caring for the crowds that would be expected to attend. The interesting feature to the country at large is that the long projected isthmian canal is so far progressed as to make the subject of an exposition celebrating its completion one worth talking about.

Too many of our ideas on duties are sadly mixed with notions on revenue.

Efficiency of Cables Increased.

English scientists are showing some little excitement over what is known as the Knudsen express cable system, which is said to increase the efficiency of submarine cables by 400 per cent., and promises to work a revolution in telegraphy. To use the system on present cable lines will require no additional expense except the attaching of a small machine to each end of the line. A recent demonstration in London was given.

The machine is operated something on the order of a typewriter, the operator pressing a key, punching a hole in a tape. When the tape has been punctured it is passed through a transmitting machine and electric contacts are made through the holes, marks on another tape at the receiving end being the result. The receiving tape is then placed against a deciphering key, containing letters corresponding to those on the operator's keyboard, and the message is deciphered. A great saving of the time of the cable line is effected. Under the Morse code it takes an average of four beats out of the transmitter to send one letter, but only one beat is required by the Knudsen system. The message can not be read as quickly after being received, but the time lost in deciphering it is gained by the fact that the instrument itself makes the written record of the message.

Matting Industry in China.

In connection with the present experiments to establish in the United States the reed-growing industry, for making mattings, which may lead to a curtailment of the annual importation of about 50,000,000 square yards, the following report from Vice Consul General Myrl S. Myers, of Canton, will prove of interest:

"In certain districts of South China the matting industry is the chief means of livelihood for many people, especially in the districts of Tung Kun and Lintan. The straw seed is planted in sheltered spots in November and transplanted about the end of January or beginning of February into fields previously covered with several inches of water. The fields are frequently irrigated and carefully cultivated until harvesttime, which is July for the common grades of straw and August for the better. The straw varies from five to seven feet in height.

"Most of the matting used in the United States comes from the Tung Kun district, whence it is sent to Canton for inspection by the foreign exporter before shipment.

"The better quality of matting comes from the Lintan district, about 200 miles to the west of Canton, but as the district does not grow sufficient straw to meet the demand, the deficiency is met by importation from other districts. It is the custom in this district for the native dealers to employ weavers and after the straw has been woven into matting it is stored in godowns ready for shipment."

Faith is more than taking every one at his face value.

Ahead of the Rich.

"Ten cents a quart for new pertaties!" shrieked the old woman with the basket at the grocery. "Why I would go without 'em all my life before I would pay that!"

"I can't blame you," he replied. "I feel that way myself. It's the scarcity, you know."

"And what makes the scarcity, I'd like to know?"

"It was so many farmers going to camp meeting just the time they ought to have been hoeing their potatoes."

"But the rich can't afford 'em at that price, let alone a poor woman that has to count her pennies."

"Say, now," he replied in a voice of confidence, "I pledge you my word that if it wasn't for getting even with them I wouldn't have a potato in the house."

"Tell me how," she eagerly appealed.

"Why, a rich man came in to buy potatoes this morning, and, counting his family and servants, he had to buy nine quarts to get enough for a meal."

"Ninety cents? You don't say."

"And don't you see that while the rich have to pay out 90 cents we poor folks have to pay only 10?"

"Of course, dear man. That puts us 80 cents ahead."

"It sure does."

"Then give me a quart and I'll do no more kicking. Lor', if I can make the rich pay nine times what I do I'll go without tea and put it all into pertaties and thank heaven that the poor are getting their rights at last!"

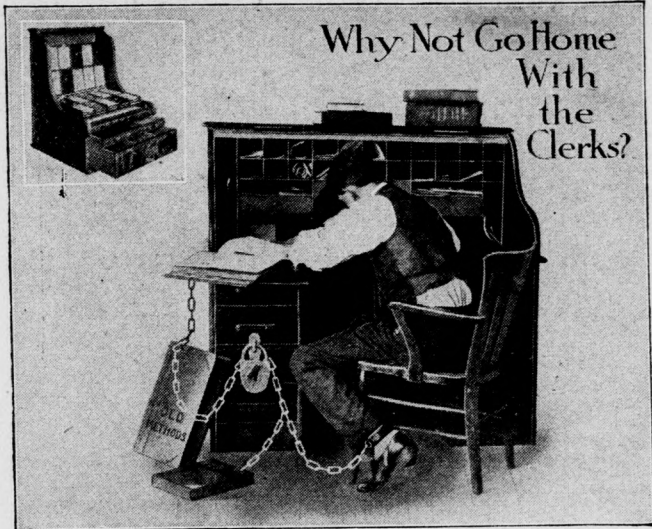
Too Much Noise.

They were penurious "penny-a-liners," and they lived together, partly because they didn't mind each other much, but principally because they were about the same size, and one best suit of clothes did for both. In the silent watches of the night one of them awoke to hear a suspicious creaking in the room. It was a bungling burglar, who had mistaken their room for an adjoining suite, occupied by a wealthy fishmonger. "George," he shrieked, "there's a burglar in the room." "You blundering idiot!" roared his bedmate, "Why the dickens couldn't you keep quiet? He might have dropped something!"

The German Emperor has an automobile touring outfit which makes him independent of country taverns and insures him a square meal wherever he happens to be on the road. The Kaiser is an enthusiastic automobilist and he has given much attention to the development of the whiz wagon. On his tours now his traveling outfit includes a complete motor kitchen and commissary department, with a second vehicle for the conveyance of servants. So well organized is this subsistence auxiliary that a dining tent can be set up in a few minutes and an elaborate dinner, with silver service and wines, served without delay.

BUSINESS CHANCES.

For Sale—A long established drug store in a manufacturing town of 5,000 inhabitants. Good farming all directions from town. Good reasons for selling. Stock is in good shape and all salable goods. Address H. care Michigan Tradesman.



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Insurance:



PACKED SECURELY IN TIN CANS SEALED BY THE LABEL, this superb coffee IS REALLY INSURED against Dirt, Deterioration and Disappointment—the 3 “Ds” modern sanitary requirements and people paying good money for coffee don’t want and WON’T HAVE—they’ll go somewhere else first. See?

Distributed at Wholesale by
Symons Bros. & Co.
SAGINAW



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.

YOUR TIME

is too valuable to expend in "talking" any particular product. We do all the "educational" work for Shredded Wheat. We aim to sell it before it is placed on your shelves. But nearly every grocer has a fussy customer "from Missouri." When she asks you about breakfast foods, here are three things you can tell her about

Shredded Wheat Biscuit

First—It is the cleanest, purest, most nutritious cereal food, made in the finest, cleanest food factory in the world.

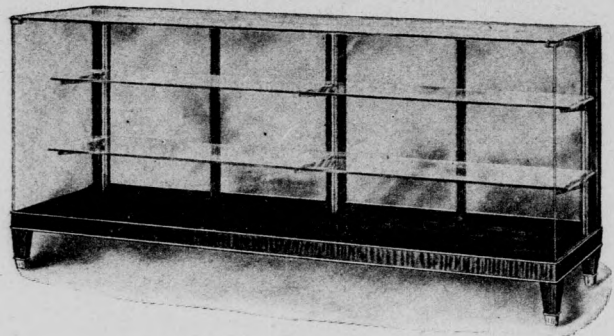
Second—It contains all the rich, body-building material in the whole wheat grain—not merely the white flour, which is mostly starch.

Third—Being in biscuit form, it makes delicious combinations with fruits—in fact, it is the only cereal breakfast food that makes wholesome and natural combinations with fruits.

Memorize these three points and be ready for the customer who asks questions.

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

Better Show Cases



Is that what you are looking for?
That is the kind we are building

And this **Wilmarth** Trade Mark means
THE CASE WITH A CONSCIENCE

**Better Designs, Better Finish
Better Materials and Moderate Price**

Write for our catalog of new show cases and fixtures.

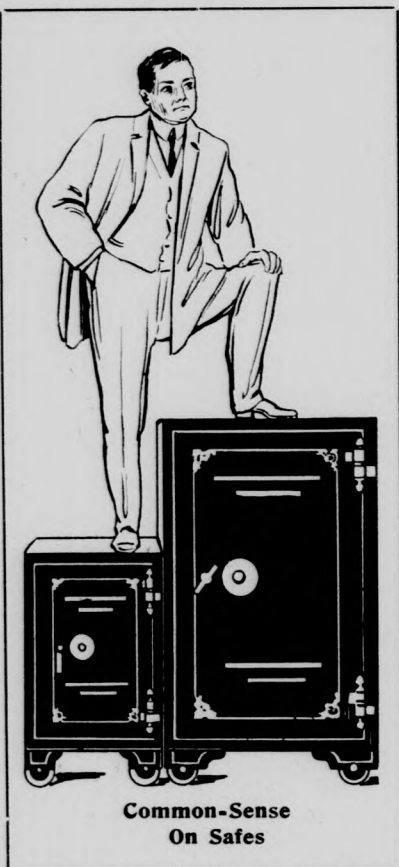
Wilmarth Show Case Co.

936 Jefferson Ave.

Grand Rapids, Mich.

Downtown Salesroom—58 South Ionia St.

Detroit Salesroom—40 Broadway



The Man With a Leaky Roof You Say Is Crazy

If you went into a store containing a stock of expensive merchandise and found water dripping on it through a leaky and neglected roof, you would say at once that the proprietor was crazy and that the sheriff would soon be in charge of his business. You would say that and be right about it too, and yet every night when you close your store and

Leave Your Valuable Papers in a Drawer

in your desk and your account books on top of it, you are taking a greater risk with your business than does the man with the leaky roof.

Buy a Safe—You Run Too Much Risk Without It

Ask Us For Prices

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.