

Twenty-Eighth Year GRAND RAPIDS, WEDNESDAY, MAY 17, 1911 Number 1443

There's a Double Advantage in Dealing With LYON BROTHERS

We make your buying profitable because we offer you the greatest merchandise values the market affords—We're headquarters for Special Sale Leaders and profitable bargain-day attractions.

Our Extensive Lines Embrace

- Notions, Linens, Dry Goods, Carpets, Rugs, Lace Curtains, Laces, Embroideries, Furniture, Tinware, Enameled Ware, Imported Chinaware, Hardware, Stoves, Stationery, Base Ball Goods, Perfumery, Books, Clothing, Hosiery, Underwear, Watches, Clocks, Jewelry, Optical Goods, Silver Plated Ware, Fancy Goods, Cut Glass, Musical Instruments, Women's Wear, Men's Furnishings, Hammocks, Cutlery, Harness, Saddles, Vehicles, Sewing Machines, Baby Carriages, Post Cards, Leather Goods, Trunks and Bags, Refrigerators.

Our Free Advertising Service Forces Sales in Every Department of Your Store.

Ribbon Bargains
Baby Ribbon 1¢
Sash Ribbon 10¢
Taffeta 10¢
Silk 10¢

The New Store
RELIABLE MERCHANDISE
1000-1010 W. Main Street
MARSEILLES, ILLINOIS

Lace Bargains
French 2¢
Val. Insertion 1¢
Lace 3¢

Mid-Summer Bargain Sale

Save Money! Join the Crowds that will Profit by this Tremendous Outpouring of Remarkable Values

The big bargain event that begins here tomorrow will prove an impressive opportunity never equalled in the history of our Summer business.

Every section of our store has contributed to a generous share of attractions, which we have arranged to sell at a wonderful money-saving success. Don't make the mistake of staying away—grab the opportunity to economize when it presents itself as it does here.

Men's White Shirts
43¢ 16¢

Women's Lace Dresses
43¢ 89¢

Table Linens and Green
3¢

Table Cloths
49¢

Men's Black Hose
7½¢

Men's Silk Hose
7½¢

Men's White Shirts
19¢

Men's White Shirts
19¢

Men's White Shirts
19¢

Men's White Shirts
19¢

We make your selling easy and profitable because we furnish you free with quantities of attractive, up-to-date advertising matter that relieves you of all advertising expense and places you on a superior advertising footing to the largest advertisers in the United States.

There's a Specimen Circular We Furnish FREE. Size 17x22 Inches. Printed in Two Colors. READ WHAT IT DID FOR THE NEW STORE, Marseilles, Illinois.

Marseilles, Ill., Oct. 1, 1910.
Messrs. Lyon Brothers:
Gentlemen:—We are greatly pleased to inform you of the splendid results we are having from your free advertising plan. We have done more business since using same than ever before.
We received your great Mid-Summer Circular last August and made preparation for the great bargain sale. We certainly derived great results, in fact we did more business the last part of August, which September, has always been the dull time with us, than we did Christmas week. Your plan is the best there could be and is one that no merchant can overlook. Keep up the good work.
Waiting you all the success you deserve, we are,
Very truly yours,
THE NEW STORE.

Write us for full details of this splendid trade building plan—it's the only practical FREE advertising service in existence and will prove a big help to you in boosting your business.



LYON BROTHERS
Wholesalers of General Merchandise
MADISON STREET, CHICAGO



Experience has taught thousands that there is no economy in cheap, inferior Y E A S T.

Use FLEISCHMANN'S — it is the best—hence the cheapest.

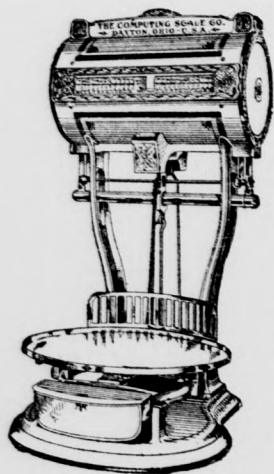
Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

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

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

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



Ask the Man Who Uses Them

IT is natural for manufacturers to praise their own goods. This makes it difficult for the reader to know which "make" is best. The REPUTATION of the article assists in arriving at a correct conclusion. The most reliable endorsement is from the SATISFIED USER. Our scales are rapidly replacing all other kinds. Many of these sales are influenced by present users of the Dayton Moneyweight.

Twenty Years of Service

We built the first computing scales. We put them on the market. We created the demand. We perfected the first AUTOMATIC Scales. We give the strongest guarantee. Our scale has increased the efficiency of the clerk. It has protected the profit of the merchant. It has satisfied his customers. It has built up a reputation which entitles it to first consideration.

Gold Finish, Glass End, Low Platform No. 144

This scale combines all that is best in modern scale construction. To appreciate its wonderful accuracy, precision and beauty, it must be seen in actual operation. The more closely you examine it, the more you will feel its need in your store. If it is not convenient for you to call at our local district office, write us direct for illustrated printed matter.

If you are now using old or unsatisfactory computing scales, ask us for our exchange figures. Many merchants are taking advantage of our exchange offer to bring their equipment up to date.

The Computing Scale Co.
Dayton, Ohio

Moneyweight Scale Co.
58 N. State St., Chicago
Grand Rapids Office, 74 So. Ionia St.
Detroit Sales Office, 148 Jefferson St

Direct Sales Offices in All Prominent Cities

Please mention Michigan Tradesman when writing

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

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, MAY 17, 1911

Number 1443

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GOLDEN DEEDS.

The Carnegie Hero Fund Commission has made awards to thirty-five persons commemorative of deeds of heroism. The recipient of the award is not in every instance the person who performed the act of valor for which the medal or the money prize is given. An indication that the peril incurred was real, and involved the risk of life, is the circumstance that in nine of the thirty-five cases "died" appears after name and the award is to the nearest surviving relative. The comparative youth of many of the recipients is noteworthy; twelve of them are 16 years old or less.

Four of those whose names appear on the honor-roll are of the female sex—one can not call them women, for three of the little heroines were but 13 years of age and the other was 14. The last lost her life in helping to save three other girls from drowning; a silver medal, together with \$1,000, was awarded to her mother.

Undoubtedly in each of the thirty-five cases the brave deed was performed with no thought of tangible recompense beyond the satisfaction of being able to say, like Richard Grenville, "I have only done my duty, as a man is bound to do." Yet there have been 4,991 cases of real or alleged heroism brought to the attention of the Commission since it was established in April, 1904, so that the 487 awards that have been made represent a comparatively small proportion of the whole, and it would appear that the Commission has exercised the greatest care to eliminate from consideration the undeserving.

Although the heroism of man, woman or child is, perhaps, innate, and not made or suddenly conceived in a crisis, it is undoubtedly true that those who have others dependent upon them for support are more likely to risk their lives when they know that those they leave at home will be

provided for. So, even although the hero may not lay down his life "just for a ribbon to show on his coat" or for a money prize, the fund of \$5,000,000 set apart by Mr. Carnegie seven years ago is undoubtedly an incentive to the performance of "golden deeds" by those who give what Lincoln called "the last full measure of devotion."

THE LIFTING POWER.

Did you ever notice how the entire surface of the soil is lifted in a box of seedlings just seeking the light? A single seed will not make a perceptible change in the surface of the soil, but where there are many together they join their forces and raise the whole thing.

It is much the same through life. There are many things which need a uniting of strength in order to serve the desired end. Like the tiny seeds, we may struggle alone, eventually finding our way to the sunshine or decaying in the attempt; but when many strive in the same direction the work is easy.

This lifting power is one which may be applied in many ways. An old gipsy woman, after appealing to a farmer for "a little hay for her horse," was told to go and help herself to a bundle. She threw down what the man declared would serve as a single feed for all his stock and then, after tugging and packing and striving in vain to get the small hay-stack loaded, amused him still more by asking him to "Lift a little." He lifted and she went on her way rejoicing.

People generally are not quite so exorbitant in their demands upon public generosity. But there is always the chance to "Lift a little" and make the heavy load of another endurable.

"No one is useless in this world," says Dickens, "who lightens the burden of it for some one else." Just how much we shall lift, and how we shall grasp the load depend largely upon circumstances. Yet if we look about us we can always find some means through which to help others. A kind word of advice or cheer may be worth more than money. And as has been said by Barrie, "Those who bring sunshine to the lives of others can not keep out of it themselves." The little lift which costs only thoughtfulness to us brings immediate pleasure and, perhaps, lasting returns.

THE EGO IN TRADE.

You may think it queer that others using approximately the same methods as your own succeed while you fail in securing patronage. It may all be in the "Ego." Your own personality stamps itself most powerfully

upon your work, and whether you are aware of it or not, personal conduct often has as much to do with sales as the goods themselves.

The way you say "Good morning" means a whole lot in the store. The half-hearted way in which some people pronounce the words makes one feel instinctively that the atmosphere is chilly and they seek the first chance to make their exit.

Then you should have confidence in your goods and impress a bit of this upon your possible patron. Know what they are and what they will do. Be able to speak with enthusiasm as well as truthfulness as to their enduring qualities.

Show a personal interest in those around you. Jolly the young folks. A child laid a dime on the counter while the merchant was waiting upon a customer, and stood patiently awaiting his turn. Finally, the lady who was finishing her trading noticed the coin and asked doubtfully if it was hers. No one knew. She hesitated, and then the merchant noticed the wee head, and with a grotesque gesture pointed to the money and asked the child if she put it there. She gave a bashful nod of assent, and the cheery "I most caught you doing it," from the man in charge placed her on good terms with him and repaid her for the enforced waiting. It is the individual touch which gives the tone of cordiality to a place. Do things as if you mean them; as if you are pleased to give the service; as if your work is personal and you are not a mere machine set to run from seven in the morning until seven at night. Emphasize your own personality.

THE UNREST IN SPAIN.

With the frequent revolutions in all parts of the world, only the few most popular monarchies can be assured that they are safe from the prevalent disturbances. Spain has had many reminders that she is near the volcanic zone, and now that the announcement of the serious physical condition of King Alphonso has been made public the question naturally arises, What will become of the kingdom in case consumption proves king of the present ruler?

His father died at the age of 28, three years older than the present King, and it was believed at the time that the son would inherit the scourge. Despite his seemingly successful battle against it, he will now have to go to Switzerland to fight for his life. It may be that the meanest of his subjects would have the advantage in this strife. The poor laborer compelled to till the soil would be driven nearer to the source of health. But with the modern idea of outdoor life, which Alphonso has

practiced well all his life, a turn may come for the better.

In case the worst comes, the Spanish throne may totter. True, it was left by his predecessor in a similar manner; but his mother was a more popular woman in Spain than the present Queen can ever hope to be. Her foreign birth and affiliations show no signs of assimilation with the warmer Southern blood. It is an open secret that the marriage is not a happy one. Her friends affirm that the King is not a model husband, while his subjects are sure to hold to the other side of the story, that she is haughty and domineering. The fate of Portugal still further weakens the case of royalty. Altogether the outlook is as serious for the kingdom as for the King, whose life seems, more than ever before, necessary to give it the vital touch.

PUTTING IT PLAINLY.

John Kirby, Jr., President of the National Association of Manufacturers, demands concerted action to abolish labor unions as at present constituted:

"The American Federation of Labor is engaged in open warfare on Jesus Christ and his principles and I challenge the Federation to disprove my assertions," said Kirby. "This irresponsible Federation has been permitted to grow up in our midst uncurbed by law and unwhipped by justice, although its purpose is to draw to a common level all working men and women, irrespective of intelligence. It refused to submit to government of any kind except the will of its own venal bosses. The greatest capitalistic concern in this country is not permitted to do one-half of the things which these labor leaders claim the right to do. The destruction of the Los Angeles Times was the result of accumulated revenge on the part of the criminal union labor leaders. This is shown by the fact that nearly \$200,000 has been raised by the leaders of the American Federation of Labor to prevent Gen. Otis saving Los Angeles from the type of labor unionism which has made San Francisco smell unto hell.

"I believe that every officer of the Federation from President down to the lowest is intent upon the destruction of our system of government."

How often the old man who must seek easy work because of his infirmities would be glad to accept all the hard knocks which young men are avoiding if only he had the strength and agility of former years.

There is a penalty for indolent ease. The young man who secures an easy job will pay for it sooner or later.

AUTO SERVICE.

Saving That Can Be Effected by Its Use.

Evolution of Delivery.

When merchandising was in its infancy delivery played but little part in the life of the merchant. Buyers paid their money and took their goods f. o. b. seller's point; but as competition progressed, demanding higher and higher quality of service on the part of merchants, it became necessary for the seller to lay down his goods at the buyer's door.

Delivery and kindred forms of service have saddled upon the merchant far more of a burden than he imagines. If you have studied this any words of mine are unnecessary; if not, I advise you to. It may open a few eyes to the wisdom of the trite, if somewhat familiar, advice of our good friend, Fred Hannahs: "Whatever you do, get a profit."

Horse-borne vehicles supplanted the ox cart because they were better, and the automobile truck is bound to supplant the horse, because it places in the hands of the merchant an opportunity for higher quality of service to his customers. After all is said and done, service is the largest ingredient in that much misunderstood term competition, and the merchant able to give the best service is the most successful merchant.

I do not contend that, as an open, flat proposition, the power wagon is in all cases cheaper than the horse-drawn truck. In some forms of haulage the horse can still hold his own, but his field is daily becoming narrowed. The service which competition demands to-day is in many cases of an entirely new sort, quite practical with the automobile truck, but absolutely impossible with the horse.

Haulage Area Expands.

As city folks move to the suburbs, retailers are bound to follow them, and as the retailers expand their field the jobber must hold his trade or see it fade away from him. Any city jobber knows that he is to-day making deliveries twice as far from his warehouse as he did ten or fifteen years ago, and he must add more mileage each succeeding year.

I know of a New York house which has been making deliveries with its own trucks thirty-five miles from its store all winter long. It would have been utterly unable to hold that trade had those deliveries depended on horses, or to compete had it been turned over to express companies. I know a house in New York doing a large business in Coney Island among customers who buy in small quantities and demand frequent service in the summer months. Only by a light motor wagon making three and even four round trips a day between Manhattan and the Island is this house able to hold that trade, while competitors with horse vehicles are totally unable to meet the service. Most houses during times of snow drifted streets are obliged to double the number of horses to each truck, and even then reduce the loads. Others have been forced to hire extra

teams in order to get out their goods. Experience shows that snowdrifts make but little difference to the running of high-grade auto trucks, and in competition the owner of power trucks wins trade from his less progressive competitor and holds it, as he never could with the old forms of service.

I mention these instances only to show that as an element of development and growth in the competitive field the power truck offers immense opportunities. There are available many comparisons which tend to prove that they also accomplish economies in unit costs, but I do not claim that they always apply. For instance, I am told by students of the question that for short trips where long waits, loading or unloading are involved, the average horse-truck is somewhat cheaper, inasmuch as the idle investment is less, and resting horses are not to be compared with motors in motion when the truck is not. But, on the other hand, horses have limits of endurance, while motors have not, and hauls which are absolutely impossible for horses are quite practicable for motors. Besides, dead horses can not be repaired, while broken motors can.

Comparisons Are Difficult.

It is almost impossible to arrive at unvarying, intelligent comparisons of economies, owing to the intricate elements which enter into any truly fair comparison. First of all horse transportation has seldom been figured with the nicety that is exacted in a study of the truck. The merchant knows that a double team costs him so much per day and will do about so much work. Ask him what it costs per package, or per ton-mile, or per package-hour, or ton-hour, or cost running as against cost standing still, and he has no data for comparison. The kind of service also varies with much complexity. The cost of an hour in motion, of an hour at rest; an hour loading or an hour traveling; traveling over rough-paved or smooth-paved streets; over car tracks that ruin tires, or on those which really economize by reducing vibration when used by trucks; mileage empty and mileage loaded—all these are so complex as to make it difficult to compare costs.

The forms of service required by one business are entirely different from those of another. The coal wagon goes out loaded heavily, but comes back absolutely empty. Its needs are flexible and varied. The beer wagon goes out loaded heavily with a comparatively small bulk of barrels and comes back piled high with light weight of empties. The grocery jobber's truck goes out loaded heavily and need not move especially fast, but when it returns empty on waste time, speed is an element. The department store truck economy involves quick delivery of many light parcels; weight being of hardly any consequence. The relation of delay in loading and unloading, as compared with speed of actual transit, is a very important consideration for the truck buyer. The man, of whom I know in New York, whose trucks

stood fifteen minutes loading, twelve minutes unloading and only ten minutes in making the average run, gave a truck little chance to justify its economy.

Then there are the different types of power—gasoline and electric—each possessing advantages and each disadvantages, in accordance with the character of the service to be exacted of it. Above all is the great element of "the man on the box." An intelligent chauffeur will get better results from a poor car, both in upkeep and daily performance, than a careless or ignorant driver with the best car made. Picking the road, judgment in the use of power and brakes, generalship in a sense, are controlling elements in truck economy and depend almost wholly on the man in charge of the car.

Actual Economies Proved.

I shall not weary you with long and intricate figures, of which I have plenty, representing the claims of various manufacturers. I might say, however, that in the great average sort of service, they uniformly show real economies. One well-known jobbing grocer assures me that his one large truck does the work of three double teams at about the cost of two, even although this jobber charges to his truck an unusually heavy load of expense. Furthermore, it performs service for him that no horse truck could, and which ought not to be measured in dollars. I have the word of a well-known engineer in the truck field that the average horse cartage will amount to 18 cents per ton mile, while the average efficient gasoline truck will do the same service for from six to ten cents. A jobbing grocer whom you all know, a man with ample experience, assures me that at the same cost, the efficiency of the truck is 50 per cent. greater than that of horses.

On a recent test covering three months a small truck made a record of twenty-five deliveries, averaging 426 pounds each per day at the rate of one delivery in seventeen minutes and at a cost of two cents per mile. In a test against a horse, a similar light truck made 418 deliveries, covering 560 miles, in 114 hours, at a total cost of \$8.75, or two cents per delivery, while a horse wagon of similar capacity made only 110 miles in 133 hours, with 132 deliveries, at a cost of \$7.49, or six cents per delivery.

R. H. Macy & Co. report that figures based on their operating cost for the whole year 1909 showed a cost per package of 6 2-5 cents by truck and of 8 2-5 cents by wagon. This house has established a relay system of distribution, with heavy trucks running to certain outlying depots and lighter ones radiating from there. These heavy trucks made an average of forty miles per day in 1909 and close to sixty miles per day in 1910 (due to improvements in the cars and the system). They report the load-mile cost to have been 29 1/4 cents, overhead charges included: each truck with four men, displacing fourteen horses and eight men. The light delivery wagons showed a mileage cost of 5 9-10 cents.

System Is Essential.

Any intelligent and economical use of a power truck ought to rest on reasonable system. Concerns having much delivery usually study system and apportion to horses and trucks—big trucks and light delivery wagons—that portion of the work for which each is best adapted. Otherwise, the power truck might easily become a source of expense rather than economy. The most striking successes I know of rest on intelligent recognition of this, in which the heavy loads and long hauls are given to the trucks and the short hauls and long waiting at loading platforms and delivery points to less expensive equipment.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

The Bay City Board of Commerce has entered into a campaign for 1,000 members.

Port Huron continues to work hard for the encampment of the Michigan National Guards and seems likely to succeed. Governor Osborn believes that the encampment should be on wheels, so to speak, and that all sections of the State should have opportunity at some time to secure it.

The Transportation Club of Detroit has just added 115 new members, which brings the roster up to 485.

Bay county is preparing for a big agricultural fair to be held at Bay City Sept. 4-8.

A conference concerning grade separation in Kalamazoo, between representatives of the railroads and the Grade Separation Commission, will be held June 7.

The Commercial Club of Kalamazoo is promoting a Fourth of July celebration in that city of the safe and sane sort.

The city of Escanaba has started construction of a public bath house at the city park.

The Board of Trade of Bad Axe has been reorganized and starts off with fifty members.

Through the efforts of the Civic Improvement Association, Tecumseh will have two new sanitary drinking fountains. Waste paper baskets will also be placed in the parks and school yards.

The boat trip of the Detroit Board of Commerce to the Upper Peninsula is scheduled for June 7-12.

The Ann Arbor Railroad is promising Owosso some good things, including a new passenger station and new car and machine shops.

Almond Griffen.

A Commercial Mystery.

"The man who gets out this tobacco is mighty liberal," said the smoker.

"Hasn't been giving you overweight, has he?"

"No; but for a small coin he gives me a beautiful tin box, artistically embossed and decorated in colors, together with a liberal supply of literature and fancy paper. What I don't understand is how he can afford to put in any tobacco."

Come to Grand Rapids MERCHANTS WEEK

May 31, June 1 and 2
New Plans—New Features

You are Invited

Grand Rapids Wholesalers are going to give the Retail Merchants of Michigan another glorious outing and educational conclave on May 31st and June 1st and 2d.

If you are a retail merchant outside of Grand Rapids this is an invitation for you to come and be our guest on that occasion.

Don't wait for a formal invitation because something might happen to Uncle Sam's mail service and you wouldn't get it. There's nothing formal about the wholesalers of Grand Rapids, anyway, and there isn't going to be any formality about the fifth annual Merchants' Week.

Make Your Plans Now

We're going to give you all the things we gave you two years ago and then some. There's the free street car tickets to and from Reed's Lake, the Figure Eight, the Merry-go-round, the Steamboat Ride, the Old Mill, etc., ad infinitum, and the Ramona Theatre, bigger, brighter and more fascinating than ever.

Central League Ball Game

Grand Rapids and South Bend will play at Ramona Park, Reeds Lake, Thursday afternoon June 1st at 3:30.

Tickets for the game will be handed you with your other concession tickets when you register at the Board of Trade rooms at 99 Pearl St.

Grand Rapids has one of the best clubs in the league this season and South Bend is playing neck and neck with it at the present time.

Don't miss it.

PLEASE bear in mind that NO BANQUET TICKET WILL BE ISSUED AFTER THE 29TH DAY OF MAY, and if you do not get your request for a ticket in before that time it will be too late, as after that date the caterer will not permit us to change the number of plates ordered.

In applying for tickets mention individual name to be placed thereon.

All OTHER tickets will be issued to you on your arrival in this city and you do not need to ask for them in advance, but if you wish to attend the banquet you must apply for your ticket BEFORE MAY 29.

Don't forget or overlook this. We want to treat everybody right and so we ask your help. Make up your mind about the banquet just as soon as you can and write to MR. C. A. COTTON, the Secretary of the Grand Rapids Board of Trade, at the earliest possible moment if you want a ticket. We want you to come.

A Magnificent Banquet

Will be given at the new Coliseum, Grand Rapids' Greatest Banquet Hall, at 1 o'clock on Friday afternoon, June 2.

There will be a grand feed, beautiful music and great speakers. Topics of vital interest to merchants will be discussed and every man present will be able to hear.

Here you will get inspiration that will send you back to your store a better merchant, a more enthusiastic worker and a better citizen.

Very Important

The difficulty of arranging a banquet for two thousand people, and the necessity of knowing just how many to prepare for make it important that you notify Mr. C. A. Cotton, Secretary of the Board of Trade if, after sending for a ticket, you are unable to come.

Lay Business Cares Aside

Come to Merchants' Week. Meet the men you are doing business with. Meet old friends again. Look into the faces of your fellow merchants. Shake off the cares of business for three days and get new vigor and new enthusiasm for another year.

We rebate half your fare if you buy goods while here. Write for particulars.

A Baby Incubator

A most interesting sight. Here you will see the tiny tots in their warm scientifically arranged incubators growing to life and health. They yawn and stretch, sleep and open their eyes and are very cunning and good. In fact, they behave much better than many normally born babies.

This is one of the concessions at Ramona to which your free tickets will admit you.

WHOLESALE DEALERS' ASSOCIATION
Grand Rapids Board of Trade



Movements of Merchants.

Adrian—Geo. Kinzel has closed his confectionery store.

Shepherd—H. Chapin has installed a new store at Ashley.

Banfield—E. Tungate & Son will open a new general store.

Owosso—Frank E. Russel has purchased the People's meat market.

Battle Creek—Sager & Godfrey will open a jewelry store July 1.

Hopkins—Chas. Maxon has opened a department store at Monterey Center.

Sturgis—C. J. Koss has sold his bakery to Carl H. Brenner, of La Grange.

Charlotte—Emmit Dennie has purchased the Parker & Hinkley meat market.

Grand Ledge—Burton Gates has sold his meat market to J. B. Allen and son.

Beulah—B. G. Bennett will open a stock of furniture in the Hopkins building.

Butternut—Livingston Bros., of Palo, have purchased the John Dyer property.

Ionia—D. H. King, of Belding, has purchased the candy store of R. E. Donovan.

Algonac—Mrs. Dr. Ran, of Detroit, has opened a millinery store in the Galton building.

Jackson—William and Clayton Trank have purchased the Ormsbee bakery and grocery.

Charlotte—A. M. Barber and son, Roy, have purchased the hardware stock of Fred Bintz.

Middleton—O. S. Almack has bought the bazaar store of Walter Sleight at Sheridan.

Rapid City—J. M. McFarren has purchased the interest of his partner, Charles Armstrong.

St. Joseph—L. D. Huber & Co. have purchased the jewelry establishment of Hamilton Bros.

Benton Harbor—C. S. Nelson has been again employed as clerk at the Morrow & Stone grocery.

St. Johns—Frank Farwell has opened a new tailoring establishment over Frank E. Ward's grocery.

Muskegon—Henry T. Cooper and Fred Stanley have opened a clothing store in the Lawson block.

Charlotte—F. H. Van Volkenberg, of Bellevue, has purchased an interest in the Exchange Cigar Store.

Charlotte—Geo. Tubles has accepted a position as manager of the Oregon Strong Ledge Mining Co.

Lisbon—J. Kleibusch is erecting a building which will be used as a meat market as soon as completed.

St. Johns—Fred Stowell will open a restaurant, June 15, in the building now occupied by John Harley.

Ashley—Acie Gilleo has sold his interest in the drug stock of J. D. Gilleo & Son to his brother, Leon.

Battle Creek—The Period Cigar Store will move to the store now occupied by Mayo Bros., on May 25.

Allegan—Thomas Tait has accepted his former position as salesman in the grocery department of the Grange store.

Owosso—Charles Brown and Geo. Bonnell have organized the Economy Grocery Co. and have opened for business.

Plainwell—A second hand store has been opened in the Crispe building by John Corwin and Tracy Mitchell, of Hartford.

Battle Creek—The T. H. Butcher Co. will open a "Walk-Over Boot Shop" in connection with their men's furnishing business.

California—Fred Waterbury, of Algaussee, has purchased the stock of general merchandise belonging to the E. J. Ayres' estate.

Cheboygan—John Barnish has leased the Mullet Lake store of John Rittenhouse and will put in a stock of general merchandise.

Nashville—Humphrey & Feighner having dissolved partnership, Mr. Humphrey will continue the business, carrying the same line.

Harbor Springs—C. Wager has purchased a half interest in the City meat market and the firm name will now be J. T. Starr & Co.

Petoskey—Percy Chattaway and Geo. Craw have purchased the Major grocery stock. The new firm will be known as the Chattaway Co.

Flint—Roy McLean, of Owosso, and brother, James, of Pontiac, will start into the general hardware and dry goods business with John McLean.

Long Lake—Ellsworth Halstead is moving his stock of groceries from the Lyon place to the E. V. Davis property, which he recently purchased.

Traverse City—The firm of Foote & Reames, the West Front street grocers, has been dissolved by mutual consent. W. R. Foote will continue the business.

Lansing—The Michigan Distributing Co., Inc., has bought out the Manufacturers' Distributing Co. Business will be conducted exclusively on a commission basis.

Benton Harbor—Chester C. Sweet has accepted the position of General Manager of the McVoy Wessling Hardware Co., of Chicago. He is also one of the stockholders.

Charlotte—Clarence M. Hall has purchased an interest in the business with his brother, E. H. Hall, who purchased the "Market Basket" gro-

cery of Geo. H. Tubbs about a month ago.

Paw Paw—The Budlong Pickle Co., of Chicago, are building a pickle factory near the Ocobock ice houses. The Robinson Co., of Benton Harbor, are also erecting their pickle plant near the Michigan Fruit Exchange building.

Reed City—Montgomery & Smith have sold their meat market at Cadillac to Burt L. Curtis and will now devote their entire attention to their markets at Luther and Reed City. Mr. Smith will have charge of the Luther market.

Lapeer—The general store of S. A. Lockwood burned to the ground one day last week, causing damage estimated at \$30,000, partly covered by insurance. Mr. Lockwood has opened for business in the Lincoln block until other arrangements can be made.

Shelby—G. L. Runner and L. H. Spellman, two of Shelby's youngest business men, have purchased the stock of general merchandise of L. H. Wood. These young men, who are under the age of 30 years each, have taken possession of the largest mercantile business in the town.

Owosso—The Jennings-Foster Co. has dissolved, the partners dividing their interests. C. W. Jennings and son, Orrin, will take over the undertaking end of the business. A. E. Foster and Chas. Ellis will conduct the furniture and hardware business under the style of the Foster-Ellis Co.

Holland—Ex-Mayor Henry Brusse has resigned his position as Superintendent of the finishing department in the West Michigan Furniture Company's factory and will embark in the retail furniture trade in Kalamazoo. He will be associated with George Vanderveen, for twenty years a shipping clerk in the local factory.

Detroit—The Central Distributing Co. has been incorporated to manufacture, buy and sell supplies, machinery and tools for factories, plumbers, engineers, etc., with an authorized capitalization of \$50,000, which has been subscribed and \$25,000 paid in in cash. Operations will be carried on at Detroit and Jackson.

The Hoffman Coffee Ranch, 151 Monroe St., has been sold by William F. Blake, the special administrator of the estate. The new owner, Frederick F. Marckwardt, intends to keep up its reputation for high quality and low prices. Mr. Marckwardt is well known here and is a young man of business experience and thoroughly reliable. The store will hereafter be known as "The Carl Hoffman Coffee Ranch and Tea Shop."

Manufacturing Matters.

Berlin—H. A. Zwiers has sold his mill to Blink Bros.

Engadine—The Engadine Creamery Co. will open for business in a few days.

Pontiac—The Story & Clark Piano Co. has opened a store in the Woodward building.

Saginaw—The Whipple Electric Co. has decreased its capital stock from \$10,000 to \$6,000.

St. Joseph—The American Tool

Works has increased its capital stock from \$60,000 to \$100,000.

Detroit—The Van Dyke Motor Car Co. has decreased its capital stock from \$1,000,000 to \$500,000.

Bay City—The MacKinnon Boiler & Machine Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The capital stock of the Detroit Wire Bound Box Co. has been decreased from \$75,000 to \$50,000.

Owosso—George Weeks, of Ithaca, succeeds C. D. Monroe as manager of the local plant of the Dairy Farm Products Co.

Owosso—The McClear Imperial Cheese Co., of Detroit, has purchased the plant of the Bancroft Butter and Cheese Co.

Crystal Falls—The Wills Hardware Co. has engaged in business with an authorized capital stock of \$8,000, all of which has been subscribed and paid in in property.

Kalamazoo—The Burden Broom Co. has engaged in business with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$4,000 paid in in property.

Wayne—The Snyder Manufacturing Co. has engaged in business to manufacture pruning saws, knives, forks, hooks and mole traps, with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$1,000 paid in in cash.

Detroit—A new company has been organized under the style of the Detroit Utensil Co., to manufacture and sell patent milk bottles, safes and other metal and wood novelties, with an authorized capital stock of \$6,000, which has been subscribed, \$400 being paid in in cash and \$5,600 in property.

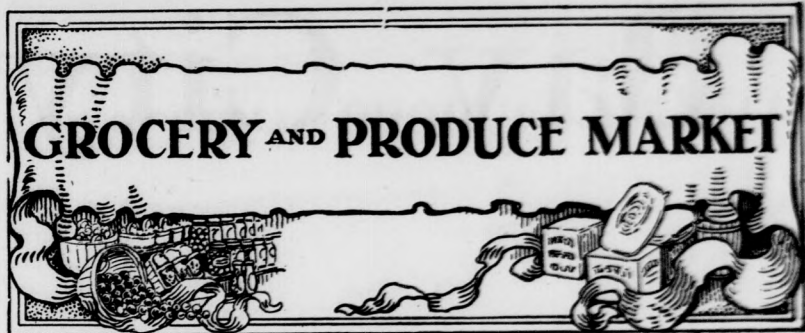
Mancelona—The Antrim Chemical company, one of the properties that was owned by the late Joseph Berry, has been acquired by the Antrim Iron company, of Grand Rapids. The latter company was capitalized at \$200,000 and has been in operation for about 20 years.

Detroit—The Dairy Ferments Co. has engaged in business to manufacture and deal in lactic ferments, food products, chemical drugs and medicines, with an authorized capital stock of \$20,000, of which \$10,000 has been subscribed and \$2,000 paid in in cash. Operations will be carried on at Cleveland, Ohio.

Muskegon—Malcomb Hutchinson, a prominent Muskegon manufacturer and thirty-second degree Mason, died Monday. He was fifty-seven years old. He was born in Avr, Canada, and came to Detroit twenty-five years ago, where he engaged in the lumber business. After ten years there he came to this city where he was known as a manufacturer and inventor of woodworking machinery. He leaves a widow and one daughter.

Newspaper Change.

Honor, May 15—J. W. Saunders, who three years ago established the Benzie County Leader, the county seat paper, has disposed of the same to C. P. Berkeley, of this place, taking in exchange farm property in Almira and Homestead townships. Mr. Saunders will continue to publish the Benzie Record at Beulah-Benzonia.



The Produce Market.

Asparagus—75c per doz.
 Bananas—\$1.50@2.50 per bunch, according to size and quality.
 Beans—\$1.55 per bu. for hand-picked; \$2.25 for kidney.
 Beets—New, 60c per doz.
 Butter—Receipts continue very liberal and the market is well stocked with fancy butter. The quality of the arrivals is very good, and owing to the prevailing low prices there is an active consumptive demand, which absorbs the receipts each day. Much old butter still remains in storage and is selling at 3@5c per pound below fresh. The outlook is for a continued good supply of butter at no material change. Local dealers hold fancy creamery at 21½c in tubs and 22c in prints. They pay 14@15c for No. 1 dairy and 12½c for packing stock.
 Butter Beans—\$1.50 per ¾ bu. box.
 Cabbage—New commands \$2.50 for large crate and \$1.50 for small.
 Celery—\$1.35 per doz. for California.
 Cocoanuts—60c per doz. or \$4.50 per sack.
 Cucumbers—\$1 per doz. for hot house.
 Eggs—The market is firm and unchanged. The receipts are liberal and the quality is very fine. The consumptive demand is excellent and absorbs a large quantity of eggs, but the bulk of the receipts, as is usual, is going in storage. The future of the market depends on the weather. Local dealers pay 14c per doz., case count, delivered.
 Grape Fruit—\$5.75@6 for all sizes.
 Green Onions—15c per doz.
 Green Peas—\$1.85 per hamper.
 Green Peppers—\$3 per crate.
 Honey—15@16c per lb. for white clover and 12c for dark.
 Lemons—California, \$4.50@5 per box; Messinas, \$4@4.25 per box.
 Lettuce—12c per lb. for leaf; \$2.50 per hamper for head.
 New Carrots—\$1 per box.
 Onions—Texas Bermudas command \$2.35 per crate for white and \$2.10 for yellow.
 Oranges—Washington navels, \$3.50@4; Mediterranean Sweets, \$3@3.50.
 Pieplant—75c per box of about 25 lbs.
 Pineapples—\$3.75@4 per crate for 24s, 30s and 36s.
 Pop Corn—90c per bu. for ear; 2¼@3½c per lb. for shelled.
 Potatoes—The market is steady at 25@35c at outside buying points.
 Poultry—Local dealers pay 12½c for hens; 12½c for fowls; 8c for old roosters; 13c for old ducks and 18c

for young; 14½c for turkeys; broilers, 1¼@2 lbs., 25c.

Radishes—25c per doz.
 Spinach—50c per bu.
 Strawberries—\$2.50 per 24 quart cases from Tennessee and Illinois. The supply is ample and the quality is good.
 Tomatoes—\$4.50 per crate.
 Veal—Dealers pay 5@8½c. The supply has been heavy during the past two weeks and prices have held at a low level, but as the demand is of a fair size it is thought that there will be more strength shown in a short time.

Bananas Ripened on Trees Dry and Unpalatable.

Chicago, May 16—Through the courtesy of a Bay City subscriber I have been favored with a copy of your paper. I have carefully perused it and desire to correct an editorial you have there. It refers to bananas. I am in the banana culture in Honduras and am conversant with every part of it.

Bananas permitted to ripen upon the stalk are very dry and, although retaining their aroma, lose much of the fine flavor by being over-ripe. The fruit often bursts open and insects then attack it. We gather at what is called 65 to 85 per cent. full—or ripe as it may be termed—but 75 to 80 per cent. is considered the best. In that condition it comes best and is most salable in this market.

The ripening of fruit in basements and under unsanitary conditions is to be deplored by all and it should be done in rooms with a temperature of about 80 degrees, well ventilated but without the circulation directly over the fruit—slightly moistened air being the best.

I hope I am not assuming too much in thus advising you.

J. P. Henderson, M. D.

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

Buffalo, May 17—Creamery, 18@20c; dairy, 16@18c; poor, all kinds, 12@15c.

Eggs—Fancy, 18@19c; choice, 17½@18c.

Live Poultry—Fowls, 16@17c; ducks, 16@17c; turkeys, 14@17c; broilers, 20@35c.

Beans—Marrow, \$2.25@2.40; medium, \$2; pea, \$2; red kidney, \$2.25; white kidney, \$2.50.

Potatoes—50@55c per bu.
 Rex & Witig.

There is hardly anything a married woman can be more deceptive about than the way she can act as if she should be envied.

The Grocery Market.

Sugar—Retailers are taking stocks sparingly and prices are the same as quoted last week. The actual sugar production of Cuba to date, according to the receipts, exceed that of 1909 by about 60,000 tons. The market on raw sugar holds steady, as some of the refiners are taking stocks to protect them through the month of June.

Tea—Cables from Kobe, Japan, report the opening of the market on a basis of 1½@2c over last year. It is yet too early to make definite quotations, but there is no doubt that the advances of the Japan market in general will be well maintained owing to the unfavorable weather conditions in April. The new crop Congous is of very good quality, but quotations have not been received. Formosas have been very active during the past week and some heavy sales are reported on account of the low prices and prospective advance. The present stock of Japans now in this country are being held at high figures as the country generally seemeth to give up colored teas.

Coffee—Reports from Brazil estimate the crop at much lower figures than those received some time ago. The demand continues very good for May, but most retailers are still buying stocks on the hand to month plan. Now that all the valorization coffee is sold it can hardly be expected that prices will decline.

Dried Fruits—Apricots on spot are nearly cleaned up, and the outlook for the coming crop is very strong and high. Frost damage has reduced the growing crop to the point where the new fruit will probably cost the producer as much as 15c per pound. Raisins are dull and unchanged. Currants quiet and inclined to be easy. Spot prunes are about unchanged, demand fair and chances of cleaning up good. Future prunes are a shade lower, some sales having been made at 4½c assortment basis. The demand for future prunes has been fair. Peaches are firmer on the coast, and are ruling nearly ½c above the Eastern parity; demand here light, however.

Canned Goods—Consumers have been buying quite freely owing to fresh fruit being scarce and high, and the fact that prunes and evaporated apples have reached such a high point that it is cheaper to use canned goods. There have been many estimates as to the size of the 1911 fruit crop, but it is really only a guess so early in the season. The business in futures has been light as most buyers do not seem anxious to contract for more than a small supply. Prices on spot goods are about the same as last week, but the market is firm.

Canned Vegetables—The demand for tomatoes during the week has been good and there is little doubt but that prices will show an advance in the next sixty days as stocks are said to be small in some markets. Corn is taken freely by both the city and country retailer and prices are unchanged. Peas are also moving well but supplies are limited. The fu-

ture business in vegetables is said to be small this year, but packers seem to be satisfied with the amount of business done and are not urging sales to any extent at present prices.

Syrups and Molasses—Glucose shows no change for the week, and neither does compound syrup. The demand is light. Sugar syrup is unchanged and dull. Molasses is in fair demand for the season at unchanged prices.

Cheese—There is a fair consumptive demand and stocks are being gradually lowered. Some new cheese has arrived, but it was very mild and showed no grass. About 2c per pound below old cheese was the best that could be obtained for it.

Rice—The demand for the past week shows a slight increase in some grades, but prices are unchanged. The fact that prices are very low has not been appreciated by the consumer judging from the amount of business that has been transacted.

Provisions—The market is barely steady at prices about like a week ago. Pure lard is firm but unchanged, and with a good consumptive demand. The movement in pure lard is better than it has been. Compound lard, owing to the firmness in cotton oil and stearine, which have pushed compound lard too close to pure, is in very dull demand. Rained pork is steady at 22c decline, and dried beef and canned meats show a decline of 5 per cent.

Fish—Domestic sardines are about steady at 82½ in a large way for quarter oils. At this price new goods are also offered. Imported sardines are unchanged and quiet. Mackerel of all grades are dull and unchanged. Salmon on spot quiet; no prices on future salmon as yet, but they are talking higher prices than last year on Columbia River salmon.

The Grocery Clerk's Mistake.

I'm in bad and deep. The boss is in a fair way to lose one of his richest customers, and he can't get the idea out of his head that I got up the job. If it had been a put-up job, I don't deny that it wouldn't have been worthy of my powers, but as it was it happened to be another mistake of that miserable errand boy of mine.

Ever hear of old By Wilson? He's got more money than he can count, but he's a heavy sort of old chap, and he does his own marketing. It seems he's got an infant grandchild, or something, and when he dropped in this morning he asked me to send something around suitable for a baby. We sell cakes and things like that, you know.

Well, the errand boy got a couple of orders mixed and delivered two cakes of soap at old man Wilson's house. Suitable for a baby? What? I'm explaining yet.

Will Scattergood, of Petoskey, has taken a position with the Loose-Wiles Tourist Co. of Chicago, as traveling salesman, his territory being North-ern Michigan.

Lowell—Tony Gazella is getting the Thomas office building, on Main street, in shape for the installation of a cigar shop.

Prosperous Bay City

"The Wenonah"—Bay City's New Hotel.

With a crowning of the fondest hopes and a fulfillment of the most extravagant dreams of fifty thousand patriotic citizens of Michigan's third city, there has been erected a monument to the honor of the traveling public, and for the convenience of the discriminating wayfarer. It has been designated as "The Wenonah."

It is no exaggeration to style it as "One of the Finest" in its palatial equipment, its magnificent proportions, its homelike surroundings and its advanced ideas.

"The Wenonah" is the only absolutely fire-proof hotel north of Detroit, and there is but one hostelry in the entire state that can in any way compare with it in its beauty and substantial worth.

Representing an outlay of nearly half a million dollars, it was erected to meet the demands, not alone of the present, but of future generations. Admittedly, it is much in advance of the usual run of cities of fifty thousand people, but with the idea in view of building a traveler's home that would far surpass anything to be found within a radius of one hundred miles, the minds who conceived "The Wenonah" have had their expectations realized.

Therefore, "The Wenonah" stands to-day as an example of the complete hotel, and the large patronage that it has enjoyed since its opening day has more than convinced everyone that no mistake was made in building such a grand hotel.

There are two hundred rooms, and every one of them an outside room, with one hundred rooms with private baths and about fifty rooms with toilets. All rooms have running hot and cold water, long distance telephone, steam heat by the indirect system and the best beds money could buy.

All the luxuries and elegance that fancy could suggest were bought and assembled under the roof of "The Wenonah."

It is difficult to enumerate the striking features of "The Wenonah." First of all is the great lobby with its imposing pillars and mosaic floors, covering 6,000 square feet of floor surface; its placid, rich finish in ivory and gold, and the mezzanine parlor overlooking the great lobby through the octagonal well, the whole forming a picture that words can not express.

"The Wenonah" is located in the heart of the business district of Bay City, facing the beautiful Wenonah Park, which will soon be completed, and which fronts the Saginaw River. It is within three minutes walk from the federal building and the city hall.

Those looking for an ideal place to spend all or part of the summer, would do well to consider Bay City

and "The Wenonah." Bay City can offer as a summer resort a great many amusements, among which is a beautiful Country Club with an excellent golf course, Boat Club, tennis, fishing, excellent roads for motoring, beautiful drives, bathing, excursions on steamers to various points of interest on Saginaw Bay, numerous trolley trips; Bay City Base Ball Club of the Southern Michigan League.

Bay City is on the main line of three trunk railroad systems, so that its accessibility could not well be improved. No place in the temperate zone offers a more genial climate the year around, and no northern summer resort can boast of more equable weather or a more bracing atmosphere than can this section of Michigan.

The standard of excellence maintained by "The Wenonah" is carried out in its European and American dining rooms. Ladies traveling alone will find "The Wenonah" particularly attractive and homelike.

It may be of interest to know that in "The Wenonah" there are also

2,500 electric lamps.
18 miles 2,960 feet of electric wire.
8 miles 2,760 feet of conduit for electric wires.
250 radiators.
2 miles 1,740 feet of pipe used in the heating system.

2 miles 940 feet of water piping.
2 miles 240 feet of soil and vent piping in plumbing system.
395 tons of steel.
2,875,000 brick.
3,500 barrels of cement.
30,500 yards of plaster.
83,000 square feet of fire-proof partition.
18,000 tons of crushed stone used in construction of floors.
97,500 square feet of floor area.
23,500 feet of tile floors.
60,000 square feet of arch floor tiling.

The house also contains two passenger elevators, barber shop, ladies' hair dressing parlor, and tailor shop. Writing room off lobby, finished in Pompeian effect. The dining rooms are on the first floor.

H. R. and P. A. Shares are the proprietors of this new hostelry which is only another guarantee of the excellent service one may expect when stopping at "The Wenonah."—"The Pride of Bay City."

Custom of Giving Gifts To Graduates Growing.

June brings two great trade makers and the live merchant will early get his lines out to gather as big a share as possible. These trade makers are the June weddings and the school commencements. In both the dry goods merchant seems to have first call. The very mention of June brides and sweet girl graduates bring visions of pretty dresses and ribbons and those other feminine things that

mere men know little about except as he meets them in the bills presented afterward. The dry goods trade does get the first chance, but there is no reason why other lines should not get into the game. There is shoes, for instance. With the present dress styles, what is a new dress without a new pair of shoes? The shoes have to be handsome and up to date or the dressmaker's best efforts are wasted. A proper attention to coming events will enable the shoe merchant to materially increase his business, especially in fabrics and fancies, and a nice thing about this will be the lack of disposition to grumble at prices.

The custom is growing of giving the graduates, especially the girls, gifts as souvenirs of their completion of their school work. Why not encourage this custom? These gifts usually take the form of bits of jewelry, books or fancy articles, and if you have any in stock it would be well to display them with the suggestive card that they will be appropriate for graduation gifts. Choice candy in fancy boxes will also be in demand and the demand can be stimulated with proper management and advertising.

June weddings—everybody ought to get a share of this trade. There are wedding presents that the fond friend will want to buy. The wedding breakfast, dinner or supper is to be served.

After the wedding comes the house furnishing, which will call for furniture, carpets, draperies, hardware, china and all the other things to make the home complete. The wedding calls for shopping, both before and after, and the shopping circle is often large, involving friends and relatives on both sides, and this trade is not so very particular as to price as long as the goods are what are wanted.

Incidentally the fact should not be overlooked that the sweet girl graduate and the blooming bride are not the only ones to be considered. Of course they are the most important, but coming down to business, it is just as well to remember that the young man graduate and the groom likewise have needs for clothing, haberdashery, linen and footwear, and there is no reason why they, too, should not have gifts and remembrances bestowed upon them. The young men are distinctly a part of the June game and the merchant should not let them get away.

June is still a couple of weeks away, but now is the time to sow the seeds of desire, especially in the show windows. It may be depended upon that those who are to figure in the weddings and commencements of June already have the coming events in mind and it is very likely they will welcome early suggestions.

Leap year would be all right if the dear girls were not so timid.

Our Latest and Best

Home Medal Flour

Pure Spring Wheat Patent

Our tested family brand Purity has been the leader for 25 years.
We carry full line of Grain. Feed and Seeds.

The Chatfield Milling Co. :: Bay City, Mich.

Meisel Cracker and Candy Company

205 Third St., Bay City, Mich.

Wholesale Dealers in

Crackers, Cakes and Confectionery

Agents for SPARROW'S and DOLLY VARDEN CHOCOLATES

Michigan Brand Baked Pork and Beans

Packed in full size No. 1, 2 and 3 cans

Our quality is right
We pack them right
We sell them right

See our prices under proper headings in this issue
Write us and we will see that you get the goods

BEUTEL PICKLING & CANNING CO. BAY CITY, MICH.

INDIANA ITEMS.

Business News From the Hoosier State.

Linn Grove—L. L. Baumgartner, ex-Surveyor of Adams county, who moved to Linn Grove from Decatur a few months ago after finishing his term of office here, and purchased a general store, which he has been conducting since, has sold the stock to J. A. Martz and W. W. DeWeese, of Keystone, who until a few weeks ago conducted a general store at Keystone under the name of Martz & DeWeese.

Kendallville—Charles Gorella, manager of the new wholesale fruit store, has leased the room now occupied in the Keller block by T. W. Roseboom as a music store and will establish there an ice cream and soda parlor.

South Bend—Members of the South Bend Grocers' & Butchers' Association will become members of a vigilance committee to see that provisions of the gasoline law of the last Indiana Legislature are carried out. The Association presented the bill to the State Assembly for passage and will exert every effort to secure a rigid enforcement in this locality at least. The question was discussed at a meeting of the Association Monday night. The law, which became effective May 1, provides that all cans or other receptacles containing gasoline shall be painted red. An exception is made in the case of bottles, but the law provides that they be supplied with red labels bearing the word gasoline. The Association made arrangements to print the labels and supply them at cost to members of the organization. It also decided to assist in enforcing the provisions of the law, with a view of saving loss of life and property. Any person, firm or corporation violating the law, which is termed an act regulating the keeping for sale or use of gasoline, benzine, naphtha and kerosene, is subject to a fine of \$5 to \$50, a jail sentence not to exceed ninety days, or both. The law makes it a penalty to keep kerosene in any receptacle painted red, but provides that benzine and naphtha be included with gasoline in the section providing for red containers.

Some Interesting Facts About the Strawberry.

As the rose is, by common consent, queen among flowers, so is the strawberry among fruits. It is an interesting coincidence, too, that as classed botanically, both belong to the same family. The strawberry was not known to the ancients. The Greeks and Romans did not cultivate it. Its cultivation was probably introduced into Europe about the fifteenth or sixteenth centuries. Champier, in the sixteenth century, speaks of it as a novelty in the north of France, but it already existed in the South and in England. The original plants were probably the Virginia strawberry, a species that is indigenous in Canada, and in the Eastern States of America, and of which one variety extends west as far as the Rocky Mountains, even to Oregon. The species was introduced into English gardens in 1629.

Although the Puritans did not find the New World a land flowing with milk and honey, yet they found much, besides the privilege of religious liberty, to compensate for the physical hardships they were forced to undergo. Among these compensations were the native strawberries, which far exceeded in size and lusciousness those known across the water. It is Roger Williams who is quoted as saying: "This berry is one of the fruits growing naturally in these parts. It is of itself excellent, so that one of the chiefest doctors in England would not say that God could have made but never did, a better berry." In some parts where the natives have planted, I have many times seen as many as would fill a good ship within a few miles compass." Later on the glory of the strawberry as found in the Eastern States was dimmed by the introduction of the Chile strawberry, a specie common in that country, grown in California, introduced into France in 1715 by Frezier, and whence it spread to England. From the crossing of these two species, the Virginia and the Chile, have been produced the most famous of the innumerable sorts now cultivated in the United States.

The Spanish eat strawberries moistened with the juice of an orange. The Italians instead of fresh cream use the juice of lemons in the following manner: Crush a pound of strawberries with a fork, sprinkle with sugar and add the juice of a lemon. The result is said to be a most delicious dish, and one of the most refreshing luxuries of the summer season. It is said that nobody ever properly tasted coffee who did not drink it in alternate mouthfuls with strawberries, and that nobody knows the really delicious flavor of strawberries except those who have tasted the fresh-gathered fruit immediately after clearing the palate with a drink of coffee. The best strawberries with the best coffee undoubtedly make a delightful luxury.

Strawberries are considered the mildest of all cultivated fruits, also very cooling and wholesome, with laxative and slightly diuretic qualities. The juice of the strawberry is a good natural dentifrice. It requires no preparation or addition, but readily dissolves the calcareous incrustations of the teeth and renders the breath sweet and agreeable. Strawberries contain very little nutritive matter and very little of citric or malic acids. A palatable wine and vinegar may be prepared from strawberries.

Courting Calamities.

"Here's a fellow hugged a girl so tightly that he broke several of her ribs."

"I've often broken a lot of expensive cigars."

A Rustic Quip.

"Don't you think that new Congressman will be a popular idol?"

"I dunno about his bein' popular," replied Farmer Cornblossom; "but he's idle all right."

Hardly anything seems more unfair to most of us than for a man to be able to keep his own money.

Bay City Grocer Co.

Branch of Lee & Cady

Bay City, Michigan

**Wholesale Grocers
Importers and Coffee Roasters**

We Always Aim to Please

Tanner & Daily

204-214 Walnut St., Bay City, Mich.

**Wholesale Grocers
And Importers**

Distributors for Duluth Imperial Flour
Quality and Promptness Our Motto

Gustin, Cook & Buckley

Importers and Wholesale Grocers

Bay City, Michigan

We

Import the famous Viking Teas.

Roast Blue Seal (steel cut) and Viking Coffees.

Distribute Nagroco, Light House and Red Cap Pure Food Products.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
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Grand Rapids, Mich.

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E. A. STOWE, Editor.

May 17, 1911

IN THE HARNESS AGAIN.

With this issue of the Michigan Tradesman I resume my former connection with the publication as editor and manager, after an enforced absence of seven months. Four months of this time was spent in a local hospital, during which period my life was many times in jeopardy. The last three months have been devoted to the pursuit of health and strength in the South and in Bermuda. I feel duly thankful to the many friends who assisted in keeping me this side of the grave by their prayers during my illness and by their good wishes during my convalescence.

In this connection I desire to express my heartfelt thanks to the office and mechanical force of the Tradesman for the fidelity with which they guarded its interests during my absence. Particularly do I wish to express my gratitude to Mr. Lewis G. Stuart for the faithful manner in which he conducted the editorial department of the paper. He was haled into the breach without any instruction or assistance, because I was already in dreamland with typhoid fever, and he took up the work and carried it forward with an eye single to the best interests of all concerned.

Ernest A. Stowe.

OUR MODEL MAYOR.

Twenty years ago Deacon Ellis, the erstwhile Mayor of Grand Rapids, conducted a gambling house in this city. He caused the ruin of many men, the despair of many women and the starvation of many children. He contributed to the wrecking of banks and started men on the downward path of embezzlement and dishonor.

With his ill-gotten gains as a successful gambler, he plunged into politics and bought his way into the Mayorship. His administration has been a byword and a mockery. He has trailed the name of our fair city in the dust. He has impaired its credit, jeopardized its peace and prosperity and undertaken to perpetuate himself and his questionable policies by appointing to office men of weak minds who can be depended

upon to carry out the practices and methods of their chief.

Not content with the record he had made as an unworthy exponent of the people and a selfish and unscrupulous official, he deliberately set about to destroy our chief industry by encouraging outside shysters and demagogues to come here and introduce the fire brand of trades unionism by organizing our furniture workers. Previous to the advent of Deacon Ellis our working classes were a home-owning, liberty-loving, law-abiding, church-going people, contented with their employment and conditions and living with their employers on terms of mutual peace and good will. In a few short months these people have been changed from peaceful, industrious citizens into law breakers and rioters. The fires have been extinguished under a hundred boilers. The hum of machinery is no longer heard in the great factories. Desperate men, maddened women and hungry children parade the factory districts with bricks in their hands and murder in their hearts. A reign of terror prevails in certain portions of the city. Citizens go to their beds with troubled hearts, fearful that the morning paper will chronicle the destruction of one of our great factories by union incendiaries. Business is stagnant. Thousands of idle men parade the streets. The charities of the city are preparing for the worst winter the city has ever experienced. The man who wants to work is given to understand that he takes his life in his hands if he attempts to earn bread for the family or medicine for the ill.

Why has a peaceful community been plunged into chaos? Simply to gratify the political ambitions of a venal and unscrupulous man—one who has ruined more men and wrecked more homes than any man who ever crossed the threshold of our city. Pretending to be the friend of law and order, he goes about among the strike leaders, evidently encouraging them to continue their infamous propaganda of intimidation, knowing that it must necessarily result in bloodshed and destruction of property and also knowing that the manufacturers of the city will never submit to the demands of the strikers, because by doing so they would not only destroy our greatest industry, but also ruin the working men by making them the puppets of the union. Nine-tenths of the men now out on strike were induced to quit work by false pretenses and intimidation and would go back to work immediately if they were not afraid they would pay the penalty with their lives or lose their homes by the torch of union incendiaries or have their wives followed to market and their children followed to school by union hirelings yelling "scab" at every step.

How long will the reign of terror and the period of enforced idleness precipitated by Mayor Ellis continue? It will continue until the newspapers accurately reflect public opinion by driving the union organizers and strike leaders back to their saloon homes in Indiana and elsewhere. When this is done and the cheap

politicians are silenced and Mayor Ellis is relegated to the obscurity he deserves, the deluded and intimidated workmen will resume their accustomed employment, the great chimneys will again show evidence of life and activity, trade will again flow in its natural channels and sunshine and mutual good will will prevail where now hatred and murder are rampant.

THE MAY FESTIVAL.

Twenty thousand school children, joined by half as many more adults and children visiting friends, thronged Schenley Park, Pittsburg's largest breathing space, a few days ago and enjoyed a time which will pass down in the memory of each through life. Special cars were provided from the schools in all parts of the city and suburbs and the joys of the young people made the old ones for the time feel young. Practically the entire park was thrown open to their use. Many of the everyday rules were forgotten for the accommodation of the visitors, and if one not temporarily annulled was violated, it always happened that the policeman in that precinct was looking the other way.

There were games of various sorts, picnics in the most picturesque of the many beautiful ravines, athletic sports in the Schenley oval, and a presentation of the old "Pied Piper of Hamelin" at Forbes' Field. Many of the children visited the Phipps conservatory, one of the largest in the United States, and there were birds and a host of other lessons in natural history for the entertainment of the little folks. It is safe to say that every one had a good time or at least the opportunity for one. Many who had lived within a few miles of this wonderland all their lives perhaps visited it for the first time.

The record of the day is a forcible illustration of the power of the park system, not only for amusement but for the promotion of the higher qualities in human life. It also emphasizes the fact that a city may have the park system and yet, unless some general movement is made, it will benefit the few only. Many within reach of these beauty spots speak—it seems almost with pride—of having never been inside their gates. We need the drawing power and the enthusiasm which will open their eyes to their own advantages.

THE TESTING TIME.

Bangor, Maine, is now the center of a Nation's hopes and fears. She has suffered a loss of \$3,000,000 by fire. Offers of outside help have been given from many parts of the country.

What is the reply from Bangor? The same old word, familiar, yet thrilling in its quiet fortitude, "Thanks, very much. Yes, we are up against it, all right, and it is a hard blow; but guess we can pull through. Yes, we'll pull through—but, many thanks, just the same."

Calamity is the testing time. When matters run smoothly the good is mixed with the bad, and no one can tell t'other from which. But let trou-

ble come and things are seen in their true colors. This must have been what led the wise man to say, "It is better to go to the house of sorrow than to the house of mirth."

So the good, heartening word comes out from Bangor just as it came from Baltimore and from San Francisco. It is the American spirit, which knows no East or West, no North or South. It is the spirit in which lies the hope of the perpetuity of the country. There are those who, while recognizing that the instincts still reside in the rural communities, are yet reluctant to admit that the cities manifest the virile qualities which stand for good. But once more they have been put to shame.

So long as affliction brings forth the brave response, so long as from the crucible of the Refiner comes forth the pure metal, tried as by fire—just so long shall the hopeful words of the Bangor people have their meaning and their promise. And Bangor, in the moment of its trial, has added one more word to the long testimony of courage in tribulation, of unquenchable hope in the face of disaster, that has characterized all other American cities in like trouble.

BLOW TO THE BOYCOTT.

Although it set aside the jail sentences, in the case of Buck's Stove & Range Co. vs. American Federation of Labor, the United States Supreme Court, in its decision, settled every question on account of which the suit was originally brought. First it held that the boycott is illegal and that a party threatened with injury by one has a right to go to a court of equity for protection against it. Second, a court of equity has a right to enjoin all acts done in carrying out such a boycott, which extends to printed, written and oral statements. It holds that the constitutional right of free speech and free press affords no protection to the boycotter; that it is the duty of all enjoined by a court of equity to obey the injunction, and that for a violation of it they are liable to a fine by way of indemnity to the party injured, commensurate with the pecuniary damage inflicted, and that, further, the party violating the injunction is liable to punishment by way of imprisonment for his contempt of court.

It has come to the attention of the Michigan Tradesman that retail merchants are occasionally peddling tobacco in violation of section 3,244 of the Revised Statutes of the United States. Before handling tobacco as a peddler the merchant must give a bond and register and otherwise comply with the requirements of the revenue law. When he has done this he must confine his sales to goods in original packages. He can not sell a cigar out of a box or chewing tobacco out of a pail. He must sell an entire package. The blank papers for the bond and registering may be obtained from any collector or deputy collector of internal revenue.

The turmoil of the world will always die if we set our faces to climb heavenward.—Nathaniel Hawthorne.

Saginaw

Development of Natural Resources of the Valley.

Lumber.

Saginaw is and always has been the center of the Michigan lumber industry. Saginaw lumber is world famous. Over 25,000,000 feet of lumber have been milled on the Saginaw River. Originally the whole Valley was covered with a forest of white pine with an inter-growth of numerous hardwoods. Nearly fifty years were required to cut, mill and market the surplus pine. In this time the city of Saginaw became the greatest lumber market in the world. The vessels clearing from Saginaw at one time ranked with Philadelphia in total tonnage. The pine industry reached its height in 1882, when 1,011,000,000 feet of pine lumber were milled on the Saginaw River. The lumber industry produced great men and great fortunes, whereby Saginaw became and continues to be a great city—great in its wealth of men and money. The lumbermen of Saginaw are to-day the most important factors in the development of forest products in Ontario, in the Southern States, in Oregon, Washington and in South America.

The lumber industry still plays an important part in the commerce of Saginaw. Lumber milled on the Saginaw River in 1910 amounted to 123,000,000 feet. The logs are now brought to Saginaw from all interior points by rail and milled in transit on through rates to all the principal markets. It is estimated that there is stumpage in sight to warrant a continuation of the industry in its present magnitude for twenty-five years. At the same time forests of almost incalculable wealth lying across the bay in Canada invite the enterprise of Saginaw when the unnatural tariff barriers are removed. These resources promise to sustain a great lumbering industry in Saginaw for an indefinite period.

Wood Working Industries.

There are many factories in Saginaw having an important reliance upon the local lumber industry for raw material. These factories produce pianos, woodenware, office furniture, household furniture, boats, matches, aeroplanes, sash doors, blinds, building material, flooring, trunks, wagons, automobiles, cooperage, boxes, portable houses, ladders, wheelbarrows, spigots, pulleys and many articles of lesser importance.

Tanneries find a local supply of tanbark.

Housekeepers have a cheap supply of wood for fuel.

Salt.

Saginaw Valley is underlaid with an inexhaustible supply of natural brine found at depths varying from 100 to 1,000 feet. This brine is of remarkable purity and strength. The production of Saginaw salt in com-

mercial quantities began over fifty years ago. Exhaust steam from the lumber mills provided a cheap method of evaporation. Local cooperage provided cheap packages. The Saginaw River provided cheap transportation to the lake ports. Naturally Saginaw salt has ruled the market for this important commodity in all the Central States and in Western territory. Saginaw salt has the distinctive quality of remaining loose and friable in the barrel and commands a premium in every market. The production of salt in Michigan now amounts to nearly 7,000,000 barrels per annum. The Michigan Salt Association has its headquarters in Saginaw. Salt may be a profitable by-product of any industry in Saginaw which has a supply of exhaust steam. A large number of factories thus produce salt as a side line.

Sugar.

The growing of beets and the manufacture of sugar have been in the past few years and will continue to be one of Michigan's important industries, and in no section is the work carried on with greater success and the soil better fitted for the culture of beets than in Saginaw and its immediate vicinity. Six of the sixteen plants in the State, located in various cities of the Saginaw Valley, have been brought under one control, that of the Michigan Sugar Company, with headquarters in Saginaw. The general direction of all the factories, especially the marketing of the product, is direct from this city. The Saginaw plant of the Michigan Sugar Company is one of the best in the State, having a capacity of 1,000 tons daily and giving employment to a large number of men. During the past year the Saginaw sugar factory sliced 83,000 tons of beets and packed 20,000,000 pounds of sugar.

The Saginaw Valley Sugar Company is paying out more money each year in Saginaw than was paid out for labor by the sawmill industry in its prime. Michigan leads the United States in beet sugar production, campaign 1910-1911.

Coal.

Saginaw is the center of the Michigan coal mining industry. The development began in an important way in 1900. Coal underlies the whole of the Saginaw Valley. The commercial development is at present confined to Saginaw and Bay counties. It is estimated that 12,000,000,000 tons are available for mining. The Consolidated Coal Company, with headquarters in Saginaw, is the most extensive operator. The local development of coal is very important to the local industries. There is assurance of supply. The hazards and delays incident to transportation from more remote mines are eliminated. Saginaw coal is of an excellent quality. The production of coal in Saginaw county for

the past five years has averaged 1,500,000 tons per annum.

Chemicals.

The presence of inexhaustible quantities of natural brine, the proximity of limitless quarries of lime stone, the native supply of coal, the nearby development of water power for electric current and the unsurpassed facilities for shipment by rail and water are conditions which place Saginaw at the front as a location for the manufacture of chemicals.

The Saginaw Chemical Works are among the largest manufacturers of calcium chloride in the United States. This chemical has a large use for refrigeration and for laying the dust on roadways. Shipments extend to all parts of the world.

Electric Power.

The company providing electricity in Saginaw supplies the existing demand for electrical power. The development of water power on the An Sable River promises another large and economical supply of electric current for Saginaw. This city is the first place of importance within the working radius of this development. The owners agree to deliver electric power in Saginaw at prices which will compare with the cost of such power in any other American city. Many large consumers of electric current provide the same cheaply in private plants using Saginaw coal, which has excellent qualities for steam purposes.

Clay Shale and Sand.

Vast possibilities invite the investment of capital in the manufacture of clay products. There are deposits of surface clay and a great variety of mineral clays and shale Sand is abundant. The presence of local coal and wood promises a large development of these resources. Plants manufacturing paving brick, common brick, sandstone brick, tile and cement blocks are already established and enjoy a profitable business.

Joseph P. Tracy.

Vinegar—the Kinds and Processes of Manufacture.

Written for the Tradesman.

Vinegar is a condiment or, properly speaking, an article of food used universally throughout the world, and yet little is known of it by its chief consumer, the housewife.

Many people, in speaking of vinegars, define them as either cider or acid vinegar. Cider vinegar is made from apples and acid vinegar is generally believed to be made from commercial acetic acid, which belief is unfounded. Webster defines vinegar as an acid liquor.

Vinegar is that form of acetic acid which is generally preferred for culinary purposes, which is made by the

fermentation or distillation of vegetable substances.

Commanding respect on the markets of this country to-day chiefly are apple cider vinegar, white pickling vinegar and pure sugar vinegar.

Apple cider vinegar is made from the juice of the apple, obtained first by grinding and pressing the apple, the cider residue then being stored in tanks and allowed to thoroughly ferment; that is, the sugar content is converted into alcohol. This is then allowed to come in contact with the oxygen in the air, which action creates the formation of acetic acid, a partial combustion or oxidation of alcohol taking place. The process now being complete, we have vinegar.

White pickling vinegar is made from grain, chiefly corn and malt, the grains being first ground, boiled, fermented and then distilled. In this process the alcohol is extracted from the grain, the same being converted into acetic acid in the same manner as for cider vinegar.

Pure sugar vinegar is made from a brown granular sugar. After being dissolved in water it is allowed to ferment in tanks and likewise is oxidized into acetic acid. This vinegar has a natural rich dark brown color, obtained from the sugar itself, which imparts a very rich mellow flavor.

It is of particular importance that a vinegar shall have a good flavor, as well as the requisite percentage of acetic acid. Much depends upon the flavor of vinegar when used for pickling purposes, for, while it may contain the required percentage of acetic acid and thus perform its initial function, it is the flavor that retains for the article preserved the original flavor of such article.

There is considerable vinegar manufactured to-day from an inferior base. A great many so-called sugar vinegars on the market to-day are manufactured from the molasses refuse of the sugar factories, which molasses contains anywhere from 45 to 50 per cent. of organic substance, which is not extracted in the process of manufacturing into vinegar and, therefore, when left standing for a short period, this organic substance begins to decay and taints the vinegar with a very bad odor, practically rendering it unfit for general use. Likewise a white vinegar can be made from this same molasses, by the process of distillation, which process practically eliminates all of the organic substance. However, in solution it still carries a very bad flavor and can not be termed a good vinegar insofar as flavor is concerned, yet it retains its preserving qualities.

John A. Cammerer,
Mgt. Oakland Vinegar & Pickle Co.

The Old Reliable Soap

For General Washing Purposes

Premiums for wrappers. Send for list. Order from your jobber.

Manufactured by Atlas Soap Works, Saginaw, Mich.

Saginaw

Saginaw Weekly News Letter.

Board of Trade Chairmen.

President John A. Cimmericer has announced the following chairmen of Board of Trade committees, he retaining that of arbitration:

Foreign Trade, John Herzog; Auditing, John Popp; Civic Affairs, John J. Rupp; Conventions, F. T. Hepburn; Entertainment, E. A. Robertson; Finance, Max Heavenrich; Industries, Fred Buck; Membership, Wallis Craig Smith; Public Improvements, Robert T. Holland; River and Harbor, J. W. Symons; Statistics and Publication, William Seyffardt; Taxes and Insurance, Ralph C. Morley; Trade Interests, M. W. Tanner; Transportation, E. C. Mershon.

William Seyffardt, Secretary and Treasurer of the Saginaw Hardware Co. and Treasurer of the Feige Desk Co., was re-elected Treasurer by the Board of Directors, and Joseph P. Tracy Secretary.

For the Traveling Men.

William F. Schultz, well known to the fraternity throughout Michigan and who managed the Bancroft for the late Major Farnham Lyon for some years past, has leased the popular hotel from the Hoyt estate. Mr. Schultz is experienced, courteous and affable and the hotel should continue to hold the prominent place it now has in popular favor.

Leo J. Schroeder comes here from Bay City to succeed Herbert L. Schabinger as ticket agent for the Michigan Central.

The spring schedule became effective on the Pere Marquette Sunday, May 14, and the new time cards are out. The chief change affecting Saginaw is a train leaving here at 6 p. m. and arriving at Detroit at 8:30 o'clock.

The Fordney, the new and handsomely appointed West Side Hotel, was opened to the public Saturday, although the formal opening and banquet is postponed until later, pending completion of the equipment. West Side business men are largely interested in the Fordney.

Trade Visitors in Town.

Following are some of the outside business people who called upon Saginaw houses during the week:

George Hill, Poseyville; G. J. Brady, Orr; Stanilas Andrus, Albee; C. Rigg, Lawndale; John Wirth, Clio; Mrs. Nettleton, of Nettleton & Childs, North Bradley; Robert Kostoff, Reese; John Mahoney, hardware dealer, Clare; Wm. Pahl, hardware dealer, Hemlock; A. Blumenau, hardware dealer, Whittemore; J. H. Whitney, hardware dealer, Merrill; Mr. Mitchell and wife, Beaverton; W. H. Martin, Owosso; Elmer Weed, Breckenridge; George Grimley, St. Charles; Mr. Ostrander, of Humphrey & Ostrander, St. Louis; F. C. Beland, Richville; Dale Downing, St. Charles; Geo. L. Baker, Burt; Joe Shaltran, Birch Run; Louis Hubinger, Birch Run; Mr. Chard, of Chard & Robinson, Marlette; W. N. Middlebrook,

Montrose; S. Andrews, St. Charles; Wm. Yeckle, Sebawaing; E. A. Johnson, Bad Axe.

Sweets for the Sweet.

An innovation was introduced at the smoker given by the wholesalers, manufacturers and traveling men of Saginaw at the auditorium. A number of the members do not smoke, and for their special benefit there were provided boxes of chocolate creams, made by the Valley Sweets Co., so that at the affair the company ate Saginaw made candy and smoked Saginaw made cigars.

Secretary Tracy, of the Board of Trade, explains it this way: "Well, it's all right; cigars for the smokers and chocolates for the gentlemen." In an address delivered on the occasion Mr. Tracy said that in addition to the through merchandise car over the Grand Trunk to Muskegon, via Ashley, he was negotiating for five others to Port Huron, Battle Creek and other points. Resolutions were adopted endorsing the policy.

Since the meeting the executive has set the dates for the Industrial Exposition for Sept. 29 to Oct. 8, an extensive land show, representing all Northern Michigan, to be incorporated.

Trade Changes.

The Robert Gage Coal Co., operating mines in Saginaw and Bay counties, has given a first mortgage on its property to the Detroit Trust Company, as trustee, for \$400,000. The bonds now issued are of \$1,000 denomination, numbering 400, and the time limit for payment is March 1, 1922. Outstanding liabilities against the company are held by the Sommers Bros.' Coal Co. and the North American Coal Co. Desire to expand and develop is the reason for the bond loan.

Carl F. Walk, Bay City, has added a new store to his business establishment, making it a department concern. He is putting crockery and other goods in the new branch.

F. L. Marker, of Edenville, has sold out his business at that point to E. L. Marsh, a prosperous farmer.

Stoebel Bros., Hamilton street, this city, who have been in the grocery business for years past and who are a well established concern, have put in a boot and shoe department.

The new two story brick store which Poyer & Wood, New Lothrop, are building, is about completed and they expect to occupy it by the first of June. This will be the finest store by far in that vicinity.

Sarle & Sarle, Freeland, are erecting a new brick store building.

A. Blumenau, Whittemore, is having plans prepared by Cowles & Mutscheller, of Saginaw, for a new cement store building.

Breidenstein & Kane, Mt. Pleasant have started laying the foundation for their new store building.

W. C. Pugsley, Elwell, is about to build a new double store of cement. The material is on the grounds and he expects to start the work at once.

Trade Notes and Gossip.

A falling off in freight over the Pere Marquette is not looked upon as indicating a slowing up in busi-

Easy to Buy From Us

Mr. Merchant: We are sole distributors for Eastern Michigan for the following items which makes it easy to buy from us and get what you want.

Ceresota Flour Fanchon Flour Occident Flour
White House Coffee To-ko Coffee
Dundee Brand Milk Saginaw Tip Matches
Curtice Bros. Canned Goods
Pioneer Brand Pure Food Products
Star A Star Brands General Merchandise

Symons Bros. & Co.

Saginaw, Mich.

Our Brands of Vinegar

Have Been Continuously on the Market
For Over FORTY YEARS

Mr. Grocer:—"STATE SEAL" Brand PURE SUGAR Vinegar—QUALITY for your customer—PROFITS for you. The fact is, after once sold to a customer, it sells itself; so much BETTER than the other KIND, the so-called "just as good." The FLAVOR is like Cider Vinegar, it tickles the palate the right way. THAT'S WHY.

A satisfied customer is your AGENT. BEWARE OF IMITATIONS.

"HIGHLAND" Brand Cider and White Pickling
"OAKLAND" Brand Cider and White Pickling
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Ask your jobber

Oakland Vinegar & Pickle Co. Saginaw, Mich.



"Snow"

Send Us Your Orders for
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We carry a large stock to take care of your immediate wants in Oxfords, Pumps, Barefoot Sandals, Canvas Bals and Oxfords, Elkskin Outing Shoes and Champion Tennis Shoes. Write for special catalog of any of the above lines. Mail orders solicited.

MELZE, ALDERTON SHOE CO., Saginaw, Mich.
Michigan's Progressive Shoe House

Always Reliable

Phipps, Penoyer & Co.

Wholesale Grocers

Saginaw

:::

Michigan

Saginaw

ness, but is attributed to the opening of navigation, which always causes slackening in railroad operations at this season. In general, Saginaw houses report brisk spring business, with prospects excellent.

Dried Fruits: The market is becoming very bare of all dried fruits, particularly prunes of the larger sizes and evaporated apricots. Dealers finding any of the same in jobbers' hands may expect to pay a premium for them. This, of course, is having its effect on the remainder of the dried fruit line and higher prices are prevailing. Continued reports from the coast indicate that weather conditions are most unfavorable for low prices and if these reports continue to be confirmed continued high prices will no doubt obtain.

Peanuts: A short crop is being experienced on the part of the growers and as a consequence peanuts are up in price about 1/2 cent per pound. Peanuts are cheap at the present time and dealers will make no mistake in placing their orders for these goods at present prices.

Green Peas: Like all other cereals, fluctuations are to be expected and the price of these goods is up fully 40 cents per bushel.

Annual Meeting of Michigan Wholesale Grocers.

The annual meeting of the Michigan Wholesale Grocers' Association was held at Jackson Tuesday, May 9, at the Otsego Hotel.

The following officers were elected: President—Thos. J. Marsdan (Lee & Cady), Detroit.

First Vice-President—Marshall D. Elgin (Musselman Grocer Co.), Grand Rapids.

Second Vice-President — James R. Tanner (Tanner & Dailey), Bay City.

Third Vice-President — Mathew Hannon (Michigan Grocer Co.), Detroit.

Members of the Executive Committee to serve three years—Hadley V. Taylor (Taylor, McLeish & Co.), Detroit, to succeed Edwin A. Dibble; Rudolph Otto (Symons Bros.), Saginaw, to succeed James R. Tanner.

The reports of the officers show the Association to be in very good shape.

The following resolutions were adopted:

Whereas—Wm. R. Spencer, C. S. Brooks and F. J. Buckley have retired from the wholesale grocery business to engage in other occupations, the last named, on account of ill health, therefore be it

Resolved—That the best wishes of this Association be extended to them.

Whereas—We appreciate the excellent work done by the National Wholesale Grocers' Association and its officers in securing for the wholesale grocers of Michigan and other cities better cash discounts and terms and other concessions from associations and manufacturers, and in their efforts to have passed by the Federal

Government uniform pure food laws, therefore be it

Resolved—That we extend to them our most hearty thanks and assure them of our appreciation of the good work accomplished by them and that we extend to them our best wishes for further success in any and all their undertakings.

The Committee appointed to consider the relation of jobbers to retailers reported as follows:

The Committee unanimously decides that the interests of both jobbers and retailers can be best enhanced by co-operation and suggests and recommends that the jobbers of this State discontinue the sale of goods to channels that properly belong to the retail trade; that jobbers encourage retailers to continue the system of credit reports among retailers affecting consumers and urge its establishment in other cities; that we assist the retailer in his efforts to discourage the buying of goods from mail order houses by consumers; we suggest that jobbers encourage meetings of retail grocers and, whenever possible, attend such meetings with the object of promoting friendly feelings. We trust the time may come when we may be represented at large gatherings of retailers by a prominent talker to promote our interests and correct trade abuses.

The President and Secretary were instructed to attend the National Wholesale Grocers' convention at Indianapolis May 23, 24 and 25.

A New Canning Industry at Eaton Rapids.

Eaton Rapids, May 15—Since early last fall the people here have been kept guessing as to what use was going to be made of the land three miles north of town that a couple of well dressed strangers were picking up options on. Yesterday another bunch of strangers came to town, and at a meeting held Friday night the cause of all the activity in land options was revealed. It developed that the two well dressed strangers who came here early last fall were from Toledo and that they represent one of the most extensive canning and evaporating concerns in the country. They have secured options on a little more than 1,600 acres of bog land, all within three or four miles of this place, and the land is to be converted into "swamp gardens" for producing celery, onions, cabbage, cauliflower and other vegetables on an extensive scale, and a large canning and evaporating plant will be built here by the company.

This industry will mean more than \$100,000 a year to the farmers of this community, and it will also bring into active use nearly 2,000 acres of land that has never been used for anything but pasturage purposes.

Weather was probably invented by his Satanic majesty so that people would have something to growl about when there was nothing else at hand.

If a man is troubled with indigestion it is a waste of time to try to convince him that the world is growing better.

SAGINAW MILLING CO.

SAGINAW, MICHIGAN

Samico, Uncle Sam, Upper Crust,
King K, Blue Bird Flours
Mill Feeds, Seeds and Grains

Bread made from SAMICO won first premium in 1909 and 1910 at Michigan State Fair, Detroit.



Buy Your Coffee in a Package
It is Clean

Buy MO-KA

It is both Good and Clean

The best retailers in Michigan sell it



Valley Sweets

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President
George F. Dyer,
V. Pres. & Mgr.
J. W. Johnson,
Sec'y & Treas.

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VALLEY SWEETS CO. SAGINAW, MICHIGAN



Quicker Yet Washer

The popular washer that makes new friends every day and makes good profit for you.

Secure the agency for this quick selling washer in your city.

Easy to start.

Quick to wash. Saves time and strength.

A washer sold will sell many others.

Write us today We are the state Distributors

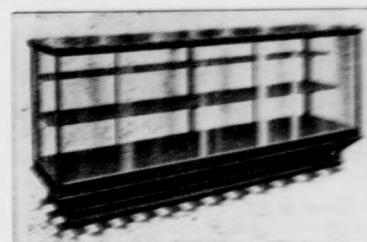
We want you on our list of agents

SAGINAW HARDWARE CO.

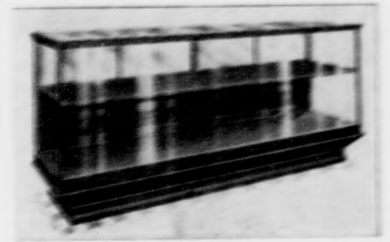
ESTABLISHED 1881

INCORPORATED 1906

JOBBERS OF
Hardware, Mill Supplies, Machinist Tools, Paints and Oils
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No. 31 Display Case



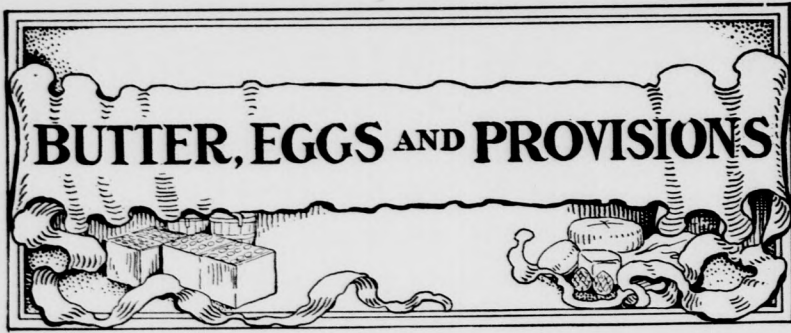
No. 34 Cigar Case

Saginaw Show Case Co., Ltd., Saginaw, W. S., Mich.
We make all styles Catalogue on request

Fire and Burglar Proof SAFES

Grand Rapids Safe Co. Grand Rapids, Mich.

Use Tradesman Coupon Books



Orange Farmers Save Fortunes by Co-operation.

"When farmers do it, it's called co-operation," said a railway manager the other night; "when mechanics do it, it's organized labor; when merchants and manufacturers do it, it is called a trust, and is declared a violation of law for being in restraint of trade. If the merchants and manufacturers in this country in any line of trade should have as close and complete an organization to maintain prices, prevent competition and control the market as the orange growers of California are working under, Congress and the legislatures of every state, the Attorney General and the entire staff of the Department of Justice would be after them."

This co-operation to which my friend alludes has been the salvation of the orange business. Until it was arranged in 1905 the industry was uncertain and often conducted at a loss. There have been years when orange growers have been compelled to go down into their pockets to meet deficits and sell their shipments for less than the freight charges. In 1892 half the oranges in Riverside county were sold for 10 cents a box, although it cost an average of 50 cents a box to raise them. Other years there were large profits, but nothing was certain until the organization of the California Fruit Growers' Exchange, which now handles from 60 to 70 per cent. of all the citrus fruits grown in the state and does a business varying from \$20,000,000 to \$25,000,000 a year. Last year the Exchange shipped out of the State of California an average distance of 2,500 miles 8,500,000 boxes of oranges, lemons and grape fruit, from which it collected \$22,500,000. The average selling price was \$3 a box. The average cost of producing and shipping was \$1.70 a box, which was made up of several items—50 cents a box for growing, 35 cents for picking and packing and 95 cents for cooling and freight.

These estimates will doubtless be disputed, but they are the judgment of the best men I know.

The Franciscan friars had orange trees in the missions, grown from seed which they brought from Spain and Mexico. The early colonists had small orchards and used to ship their surplus fruit in barrels by team to Los Angeles and by boat to San Francisco, but several years passed before they discovered that the Santa Ana Valley was created for orange culture. At one time most of the farmers devoted their attention to

canned fruit and vegetables. They put up enormous quantities of peaches, apricots, tomatoes, strawberries and other small fruit, but that business was abandoned after a few years, and they took up raisins. Until 1890 Riverside county was the largest raisin-producing district in the United States and the raisins took the highest premiums at two world's fairs. To-day not a pound of raisins is produced commercially in the county. Prunes and olives have also been tried. The latter is a profitable investment in certain localities where the soil is suitable, but olives and oranges require an entirely different quality of soil.

To-day everything is oranges, and there are 7,000,000 trees in Riverside county, representing a value of at least \$40,000,000. The progenitors of all these orchards were two little plants sent from Bahia, Brazil, by the United States Consul to the Agricultural Department at Washington, and given by clerks in that department to Mr. and Mrs. Luther Tibbetts, who kept a boarding-house on Fourteenth street, where they lived. Mr. and Mrs. Tibbetts moved to Riverside and brought those young orange trees with them. They now represent 20,000 acres of golden groves.

The first car of oranges was shipped East in 1877. In 1885 about 1,000 cars were shipped; in 1895, 2,800 cars; in 1900, 4,000 cars and in 1910 the shipments exceeded 40,000 cars. The boosters here promise to ship 75,000 carloads of oranges in the year 1915, and most of the oranges will ride more than 2,500 miles before they reach the consumer.

The first consignment of oranges shipped East went in an ordinary box car attached to a passenger train, and the freight bill was \$1,400.

At first growers shipped their oranges to persons they knew, to be sold at any price. Then the middlemen came into the business and demanded the larger share of the profit. They sent agents out to buy the crops on the trees, picking, packing and shipping themselves. When the growers revolted, the fruit was handled on a commission basis in an irregular manner. The fruit was dumped in Chicago, New York and other markets to be sold for what it would bring. In that way a market capable of absorbing one carload a week was likely to receive several carloads the same day. Again, it would have an orange famine.

The growers finally got together and in October, 1885, organized a

"protective union," although they were shipping only a thousand cars that year. This worked until 1893, when it became unsatisfactory and broke up into local associations which built and equipped packing houses at shipping points and pooled their interests. This was not satisfactory, and in 1905 ninety-six of the local associations got together and organized the California Fruit Growers' Exchange, which has since managed the interests of 60 per cent. or more of the fruit growers of California through a board of fourteen directors, one of whom is elected by each of the district associations. There are several other co-operative organizations, so that it can not be called a monopoly. Redlands is the headquarters of the Mutual Orange Distributors; at Riverside is the National Orange Company, which handles the crop of E. A. Chase, of Rochester, N. Y., who has the largest orange grove in the world owned by any single individual—more than 1,500 acres of trees, representing an investment of \$3,000,000. There are also the California Citrus Union and the Citrus Protective League, and these independent organizations combined handle about 30 per cent. of the California crop.

Under the rules of the California Fruit Growers' Exchange every member has the right to pick and deliver his fruit when he chooses. He receives daily information from headquarters on the telephone. The Exchange has salaried agents at every important distributing point, each having his own territory and each making a report by telegraph every day during the season. The telegraph bills of the Exchange amount to \$6,000 or \$7,000 a month. The advertising bills have averaged \$50,000 a year since the Association was formed. The appropriation for 1911 is \$100,000. The headquarters of the

Exchange are at Los Angeles, from which a daily bulletin is sent out by mail at midnight, and its contents are usually telegraphed to the principal newspapers in the orange district. Thus every member of the Exchange can keep himself informed as to the condition of the market and act accordingly.

When he picks a load of fruit he hauls it to the packing house of his local Association and there receives credit for its value on the books of the agent. He has nothing more to do with it, and no further responsibility. His oranges will go to mar-

Tanners and Dealers in HIDES, FUR, WOOL, ETC.

Crohon & Roden Co., Ltd., Tanners
13 S. Market St.
Grand Rapids, Mich.

ESTABLISHED 1894

Get our weekly price list on

Butter, Eggs, Veal and Poultry

F. E. STROUP
Grand Rapids, Michigan

References:—Commercial Agencies, Grand Rapids National Bank, Tradesman Company, any wholesale grocer Grand Rapids.

Post Toasties

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

Postum Cereal Co., Ltd.
Battle Creek, Michigan

Hart Brand Canned Goods

Packed by

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

Michigan People Want Michigan Products

STRAWBERRIES

We are headquarters for Strawberries. Fresh cars arriving daily. Let us supply you.

The Vinkemulder Company :: **Grand Rapids, Mich.**
Write, phone or wire your order

ISBELL'S SEEDS WE WANT YOUR SUMMER ORDERS

We make a great specialty of supplying Michigan storekeepers with our HIGH GRADE SEEDS IN BULK.

Drop us a card and we will have our salesmen call and give you prices and pointers on how to make money selling seeds. Do it quick.

S. M. ISBELL & CO. :: **Jackson, Mich.**

Seeds All orders are filled promptly the day received.

We carry a full line and our stocks are still complete.

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

ket with those of other growers, and will be sold at the same time for the same price. It is just like delivering milk to a creamery.

As pickers are very scarce, the members of the local associations usually co-operate in gathering their crops, and fortunately oranges may be left on the trees for several months. Picking begins in October and continues until June, for the different varieties ripen at different times. Different orchards ripen at different times, also, according to their locations and the soil in which they grow. These facts are known to the community, and by co-operation economy in picking is promoted and competition prevented. Thus the orange grower has no occasion to worry about his business. He knows that his crop will be disposed of in the same way and at the same price as that of his neighbors, whenever it is convenient for him to haul it to market. His receipt from the warehouseman is as good as cash, just like those from the elevators for wheat, oats and other grain, and he deposits it in his bank, where it goes immediately to his credit. In this way no individual can take advantage of his neighbors, and every orange grower in the community is certain to sell his entire crop at the most advantageous terms.

The Exchange has more than 100 packing houses; there are 13 district exchanges, 96 local exchanges and about 6,000 members. The shipments will average six trains of forty cars daily. Freight rates are regulated by the directors of the Exchange so that everybody is treated on the same terms.

Curiously enough, other fruit growers in the state have never been able to co-operate like the orange growers. They have made several attempts to organize, but their associations have never given satisfaction and usually have dissolved after a brief existence. The truck gardeners, the apricot dryers, the prune men, the raisin men, the fruit canners, walnut growers and other horticultural and agricultural interests have never been able to get together or work in harmony like the orange growers.

The same co-operation that controls the irrigation system and the marketing of the oranges has resulted in an allied association known as the Fruit Growers' Supply Company, with a capital stock of \$500,000, divided pro rata among the local associations, according to their volume of business. All but three or four of the local associations are stockholders in the company, and their members are thus able to obtain their supplies at wholesale prices. The Supply Company furnished 9,000,000 packing boxes last year, 120 carloads of tissue paper wrappers and twenty carloads of nails, altogether representing about \$1,750,000. The economy is asserted to be about 15 per cent. greater than by individual purchases. Before the Commission Exchange was organized it cost 30 cents a box to sell oranges; under the present organization it costs 5

cents a box. Formerly the commission houses charged growers 5 per cent. for guaranteeing collections; last year the total loss on account of bad debts on a business of more than \$22,000,000 was only \$4.87. There was absolutely no risk to the grower.

If Secretary Wilson of the Agricultural Department at Washington had never done anything else for the benefit of mankind his one single act of persuading the orange growers to wrap their fruit would entitle him to a place among the roll of great benefactors. An orange has a very sensitive organization; it has to be treated tenderly. A large proportion of the crop was formerly lost because it was packed in boxes like sardines—as many oranges as possible were jammed into the same box—because in those days the fruit was sold by the dozen. Harold Powell, of the Agricultural Department, who was sent out to California to make an investigation, reported to Secretary Wilson that the contact of the fruit was the chief cause of decay, and that bruises on a single orange invisible to the naked eye would often ruin an entire box in a few weeks. Secretary Wilson communicated this information to the orange growers and recommended them to wrap their fruit in tissue paper. They accepted his advice with great reluctance. Many of them at first would not accept it at all. They said it was nonsense, and called him a fussy old man, who probably had never seen an orange grove, and yet had the nerve to tell them how to run their business. But the recommendation of Harold Powell and Secretary Wilson has saved at least \$20,000,000, if not \$50,000,000, to the orange growers of California.

It is quite a job to pack oranges. When delivered at the packinghouse the oranges are dumped into an enormous reservoir, with chutes leading into broad troughs set at an incline. As the fruit rolls down these troughs it is brushed, cleaned and burnished by sets of revolving brushes, and then passes under the sharp eyes of inspectors, who instantly detect blemishes and pick out the unfit fruit. A little beyond the inspector is a "grader," a series of slits in the trough, through which the oranges drop into other troughs below. Little oranges fall through little slits; the big oranges wait for the big slits, for every orange knows where it belongs. Before these different troughs stand rows of young women, whose fingers are trained like those of a pianist. They wrap the oranges with tissue paper as fast as you can count them and drop them almost automatically in the boxes by their sides. As fast as a box is filled there is a man to carry it away. With a few blows of a hammer he tacks on the cover and other eager hands pile it up in a refrigerator car that stands beside the platform.

The cars are then hauled to the cooling station—a new invention of the Superintendent of Fruit Traffic on the Southern Pacific Railroad—where all the natural heat in the fruit is

drawn out by a vacuum process, so that the same temperature may be maintained until the car is opened at its destination.—William E. Curtis in Chicago Record-Herald.

Profit on Staples.

Butter, eggs, sugar and flour are generally sold by the retail grocer at less than cost, if the grocer's overhead expenses be taken into consideration. Profit on anything can only be figured when a grocer gets more than the goods cost him at wholesale with his running expenses added. That is to say, if an item costs at wholesale \$1, with the average expense of 17½ per cent., makes the actual cost \$1.17½. There is no profit unless the grocer gets more than this amount. The items mentioned above constitute almost one-half of the grocer's business and this means that he loses on 50 per cent. of his sales and makes a profit on the balance. This is really the reason why so many grocers do not make money. Every effort should be made therefore to build up the percentage of gross profit on the staples and try to overcome the losses and thereby make unnecessary a greater profit on the other 50 per cent. Each item carried in stock ought to be made to carry its proportionate share of the running expenses; then it will be possible to equalize profits and place the business on a safer and sounder basis.—Inter-state Grocer.

Ups and Downs.

Judson Swift, the Secretary of the American Tract Society, was delivering, at a dinner in New York, an eloquent address in favor of temperance when a listener shouted:

"But, Mr. Swift, lots of babies are brought up by the bottle."

"Yes," Mr. Swift retorted, "and lots of men and women are brought down by it."

Make Money out of Peanuts and Coffee
Prims Machinery Co., Battle Creek, Mich.

Dandelion Vegetable Butter Color
A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.
Manufactured by Wette & Richardson Co., Burlington, Vt.

Roy Baker

General Sales Agent
Michigan, Indiana and Ohio
Sparkes Waxed Paper Bread Wrappers
and Wagner's Perfection
Pure Evaporated Egg
Wm. Alden Smith Building
Grand Rapids, Michigan

Ground Feeds
None Better
WYKES & CO.
GRAND RAPIDS

Mapleine
is now Thoroughly Established in Public Favor as The Flavour de Luxe for
Puddings, Cake Fillings and Ices, Ice Creams and all Confections.
By its use with sugar syrup an unsurpassed table delicacy may be made at home.
Be sure that it is in your shelves.
Consult your grocer.
CRESCENT MANUFACTURING CO.
SEATTLE, WASH.

We Pay Highest Prices for Potatoes
Wanted in car load lots or less
Write, telephone or telegraph what you have
Both Phones 1870 M. O. BAKER & CO. TOLEDO, OHIO

W. C. Rea **Rea & Witzig** A. J. Witzig
PRODUCE COMMISSION
104-106 West Market St., Buffalo, N. Y.
"BUFFALO MEANS BUSINESS"
We make a specialty of live poultry and eggs. You will find this a good market. Ship us your poultry and eggs.
REFERENCES—Marine National Bank, Commercial Agencies, Express Companies, Trade Papers and hundreds of shippers.
Established 1873

EGGS
We are in the market daily for strictly clean, fresh eggs. Mail us samples of beans or clover seed you may have to offer. Your order for Timothy, Clover, Peas and all kinds of field seeds will have prompt attention.
Moseley Bros. Wholesale Dealers and Shippers of Beans, Seeds and Potatoes
Office and Warehouse, Second Ave. and Railroad
Both Phones 1217 Grand Rapids, Mich.

Detroit Produce Market Page

SCHILLER & KOFFMAN.

Brief History of a Progressive Detroit House.

Previous to the year 1905 H. A. Schiller was associated with the firm of Schiller Bros., at Reese, doing a general mercantile business. A. J. Koffman was engaged in a similar line of business with his father, H. M. Koffman, at Kowkowlin, they operating under the firm name of H. M. Koffman & Son. In February, 1905, these two parties came to Detroit, formed a copartnership under the title of Schiller & Koffman, beginning in a small way selling butter and eggs at 360 High street, east. After one year's operation increased business compelled them to seek

antees their quality and has enabled them to acquire an enviable reputation on Rosedale creamery and Rosedale farm eggs in one dozen cartons, of which brand they are the originators. They are exclusive representatives of the John F. Jelke Co. and G. H. Hammond Co., two of the largest manufacturers of butterine in the Middle West. Their line of smoked meats and dry sausage, made expressly for them by the Anglo-American Brothers' Co., is surpassed by none as for quality and, although a new venture entered into recently, has proved a decided success. They anxiously await with pleasure an opportunity to show all visitors their new structure during this their opening week, at which time an appropriate souvenir will be tendered.



larger quarters. They then moved to 375 High street, east, where, after two years of successful operation, inadequate facilities compelled them to move to 375 Russell street. They were located at this address for three years and during this period H. M. Koffman was made a member of the firm, although the title remained unchanged. They now invite your inspection of their new building, situated at 323-327 Russell street. This building represents a floor space of about 10,000 square feet, modern in every detail and as to refrigeration and sanitary conditions is as near perfection as modern construction can make it.

Some of the commodities handled by this concern, such as butter, eggs and cheese, are almost wholly Michigan products, which fact alone guar-

Widow Taken at Her Word.

In Zanesville, Ohio, they tell of a young widow who, in consulting a tombstone maker, with reference to a monument for her late husband, ended the discussion with:

"Now, Mr. Jones, all I want to say is, 'To My Husband,' in an appropriate place."

"Very well, ma'am," said the stone-cutter.

When the tombstone was put up the widow discovered to her amazement that upon it were inscribed these words:

"To My Husband, in an Appropriate Place."

A man's wife can always find some excuse for him if she wants to.

BUTTER, EGGS
CHEESE, FRUITS
PRODUCE OF ALL KINDS
Office and Salesrooms, 34 and 36 Market St.

COLD STORAGE
AND FREEZING
ROOMS
435-437-439 Winder St.

R. HIRT, JR. WHOLESALE FRUITS AND PRODUCE

PHONES } Main 1218
 } Main 5826

DETROIT, MICH.

Egg Cases and Fillers

Direct from Manufacturer to Retailers

Medium Fillers, strawboard, per 30 doz. set, 12 sets to the case, case included, 90c.

No. 2, knock down 30 doz. veneer shipping cases, sawed ends and centers, 14c.

Order NOW to insure prompt shipment. Carlot prices on application.

L. J. SMITH

::

Eaton Rapids, Mich

McDonnell Brothers Co.

Highest Price for Eggs
Send for Our Weekly Offer
A Postal Brings It. Address

Egg Dept. McDONNELL BROTHERS CO.
35 WOODBRIDGE ST. WEST DETROIT

Cash Butter and Egg Buyers

HARRIS & THROOP

Wholesalers and Jobbers of Butter and Eggs

777 Michigan Avenue, near Western Market—Telephone West 1092
347 Russell Street, near Eastern Market—Telephone Main 3762

DETROIT, MICH.

ESTABLISHED 1891

F. J. SCHAFFER & CO. BUTTER, EGGS AND POULTRY

396 and 398 East High Street, Opposite Eastern Market

Associate Houses } Ionia Egg & Poultry Co., Ionia, Mich.
 } Dundee Produce Co., Dundee, Mich. Detroit, Mich.

L. B. Spencer, Pres. F. L. Howell, Vice-Pres. B. L. Howes, Sec'y and Treas.

SPENCER & HOWES

Wholesale and Commission Dealers in Butter, Eggs and Cheese

26-28 Market Street, Eastern Market
Branch Store, 494 18th St., Western Market

TELEPHONES } Main 4922
 } City 4922

Detroit, Mich.

We do printing for produce dealers Tradesman Company
Grand Rapids



SCHILLER & KOFFMAN

323-25-27 RUSSELL ST.

Detroit, Michigan

We buy EGGS, DAIRY BUTTER and PACKING STOCK for CASH

Give us your shipments and receive prompt returns. Will mail weekly quotations on application.

Many Need To Know More About Eggs.

Written for the Tradesman.

A hen's egg may be of no more interest to some people than a potato, an apple, a piece of meat, bread or other article of food. Yet it might be a benefit to such people and to many others to be more interested in and to learn more about eggs.

If there be any in our land whose health, pleasure, enjoyment or financial interests are in no way affected by eggs their number must be comparatively few. Consider a single fact in regard to eggs and think how many people are concerned in various ways:

Millions of hens' eggs are wasted in this country every year. This means a money loss to many people. Such loss falls upon farmers, poultrymen, storekeepers, shippers, transportation companies, commission men, grocers and consumers. Non-consumers and the underfed are also losers.

This great loss is largely due to lack of system. Farm flocks are not properly housed, fed, yarded or cared for. Many eggs are never found, and many which are found are already spoiled or have begun to deteriorate. Farmers, storekeepers and other dealers hold eggs in unsuitable rooms and under unfavorable conditions and

more are lost. Many eggs are broken by careless handling all the way from producer to consumer. Much breakage could be prevented by the use of heavier cardboard flats and fillers and stronger egg cases.

Deterioration could in a great measure be lessened if eggs all reached market within a week from the time of being laid instead of weeks or months, as is now often the case. The genuine poultryman loses least in eggs spoiled or broken and he gets higher prices than the average farmer. He would surely fail in business if he were as inattentive and careless about his flock, his eggs and his methods of marketing as is the latter.

The storekeeper loses because he does not insist on testing all eggs before paying for them. He does not so insist because he determines to be as magnanimous as his competitors and so wins and holds farmers' trade. He fears to offend such customers by intimating that any are so careless or dishonest as to offer bad eggs for sale. He not only loses what he pays for bad eggs, but he pays freight on them to the city and lets the commission men candle them and deduct accordingly. Whether it is the farmer or commission man who cheats him, he never knows. He ought to

know that he himself is most to blame.

The loss from spoiled eggs in hot weather could be greatly lessened by separating all males from the laying flock as soon as the hatching season is over. Infertile eggs withstand the severe heat of summer much better than fertile ones. An infertile egg which has been subjected to 104 degrees of heat for twenty-one days in an incubator is still a good egg for cooking. Under a setting hen it would not be, as it would absorb exhalations from her body and probably other odors from her surroundings.

The freshness of an egg, that is, the number of days since it was laid, does not alone determine its value as food. Good eggs must have quality to begin with. Hens which live on grass and refuse and drink from filthy puddles lay poor quality eggs. Be they ever so fresh, such eggs have not the rich flavor and satisfying qualities of eggs from healthy hens fed an abundance of clean grain or grain and meat and having access to pure water. The poor quality egg spoils sooner than the best quality.

Many farmers and storekeepers keep eggs in the cellar, thinking that the best place for them. It may be the worst. A cellar for holding eggs

temporarily should not only be cool but dry and free from bad odors. The commission man says a cellar is a worse place for eggs than for them to be left in crates on the sidewalk in the hot sun.

Good quality October eggs in a crate or covered box in a cool pantry, without any preservative, will keep good through January. Only an expert can distinguish between such and fresh eggs.

Only those who make a study of eggs can ever know much about them. One person may "happen to know" a few valuable facts and another person may "happen to know" some other facts. Farmers, poultrymen and all egg dealers should ever be on the alert to obtain information which will enable them to get more satisfaction and profit for their labor. They can get the fullest information only by diligent reading of publications devoted to the egg business. The poultry keeper who never reads a poultry journal and the storekeeper who does not take a trade paper are both in the same class. They are losing more than money alone.

E. E. Whitney.

A man always has a strong conviction he'd be making a lot of money if it were not for his enemies.

BOOTH COLD STORAGE DETROIT, MICH.

A perfect cold storage for Poultry and all kinds of Fruits and Produce. Eggs stored with us usually sell at a premium of 1/2c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.

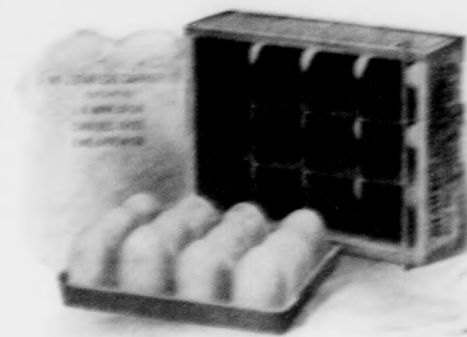
ADVERTISE YOUR STORE

Show the People That You Are Wide Awake---Use

Star Egg Carriers and Trays FOR SAFE EGG DELIVERY

This quick, safe, sure, sanitary Star Egg Delivery Service will give your store the reputation of being accurate and reliable and your ad on every STAR EGG TRAY will push some particular specialty or drive home the idea of quality. Write for full particulars and get our two valuable books, "No Broken Eggs" and "Sample Ads" free.

STAR EGG CARRIERS are licensed under U. S. Patent No. 722,022, to be used only with trays supplied by us. Manufacturers, jobbers or agents supplying other trays for use with Star Egg Carriers are contributory infringers of our patent rights and subject themselves to liability of prosecution under the U. S. patent statutes.



Made in One and Two Dozen Sizes

Star Egg Carrier & Tray Mfg. Co. 500 JAY ST., ROCHESTER, N. Y.

ADVERTISING FAKIRS.

Good Reasons Why They Should Be Avoided.

Written for the Tradesman.

Fakirs are like the poor, in that we have them with us all the time.

Fakirs are of many varieties and of many degrees of culpability. But the writer is here concerned with that species of fakir whose province it is to exploit various and sundry specialty advertising schemes.

You may be somewhat acquainted with the advertising fakir and his methods. If so, you will appreciate the writer's point of view. If not, you may be profited by a timely tip: These fellows will not do to tie to.

Between two days your itinerant advertising fakir blows into the town. You know not whence he came nor whither he goeth. All you know with certainty is that he is here, and that he has come to sell you some marvelous scheme, method or device for exploiting your goods in your community.

The advertising fakir is an oily citizen. Words weighty and convincing flow from his lips. He is confident to a degree: chock full of enthusiasm. By virtue of this new and wonderful stunt, the modus operandi of which he will simplify and make easy, he will enable you to make a scoup on your competitors.

He poseth as an advertising general, a solon, a past master. To hear him tell it you would be led to believe he could sell diamond brooches to the South Sea Islanders. Here are letters from merchants and credentials galore. (An industrious and resourceful fakir can create an impressive and formidable bunch of credentials in the course of a few days).

Why Patronize Itinerants?

Of course the writer would not go so far as to assert that all itinerant peddlers of specialty advertising schemes are fakirs. It is conceivable that some of them are not.

But why take a chance on them at all? If the scheme does all that is claimed for it you can doubtless get up something just as good—something that will cost you less money; something that you can call your own.

The Michigan Tradesman outlines selling plans and methods from time to time that are just as good, just as effective and simple, as these that your itinerant advertising specialist offers to sell you. Why do you spend your money for that which you can get, along with countless other good things, in your trade paper?

If merchants throughout the country read their trade papers it is safe to say these specialty fellows would soon be out of a job. The more ingenious and effective a scheme the more certain it is to find its way into the columns of the up-to-date trade journal.

In Little Rock the Retail Merchants' Association has started a fight on advertising fakirs of all kinds. All merchants of that city are advised of the existence of a Committee, whose province it is to investigate all advertising schemes of every kind and re-

port thereupon. In the event, then, that a merchant is invited to buy the services of one of these itinerant advertising specialists, he first submits the matter to the Advisory Committee of the Association. This Committee investigates the nature of the scheme and reports back to the merchant or merchants who are interested. In other words, this Committee serves as a buffer between merchants and venders.

This is a good plan. The first obvious benefit of it is that it gives time to look into the claims that the advertiser makes. In many cases it has been found that these fakirs were giving the names of mercantile houses and banks without having been authorized to do so. In other words, they have not hesitated to place themselves in the attitude of obtaining money under false pretenses.

The plan of the advertising fakir is to compel immediate action. He presents the scheme, then puts it up to the dealer to accept it or turn it down then and there. "If you don't want it," he'll say, "I'll take it over to your competitor. I venture he'll jump at it. What will you think when you see your trade going his way?" etc. And the dealer is often tempted to take a long chance rather than miss a good thing.

But where all the merchants in a given community have a distinct understanding that none of them will go into any outsider's scheme for exploiting the business until this scheme shall have been referred to the proper committee, and investigated and favorably reported on, there will be no temptation to take these long chances.

Time for investigation is the last thing some of these fellows want to grant. They had rather you wouldn't write to these people to whom you are referred. They'd rather bluff the thing right through, and hurry on to another town in search of other dupes.

Do Your Own Advertising.

It is far better for the merchant to get up his own trade-building schemes.

He knows the people of his community—their tastes and capacities. He knows the advertising mediums available. If he doesn't know far more about local conditions than your outsider does merely from a few hours' observation, your local dealer certainly isn't long on observation.

Knowing these things from the ground up, he is in a position to make a better job of exploiting his own wares for himself than this other chap can do. After all, this other fellow's chief concern is to get the wherewithal—and then get out, leaving you to work the scheme. This virtually throws the initiative right back on you—where it was before.

The truth of the matter is that nobody can develop your business for you. Nobody has the same incentive to develop it that you have. Look with suspicion upon the fellow who tries to tell you how he can boost things along if you just give him a chance (and a certain named consideration).

Fake Charity Solicitors.

Another type of fakir that plays upon merchants is the fake solicitor of charity.

Like the fake advertising specialist he, too, often blows in between two days; only he comes ostensibly to raise money for the poor.

Sometimes he's the "poor;" sometimes he claims to be working in behalf of other poor and unfortunate members of society.

It is surprising to know how many professionals there are at work throughout the country systematically duping benevolent people.

Most merchants are disposed to help genuinely needy people. Many of them err on the side of generosity, bestowing alms where their better judgment tells them they are, perhaps, making a mistake.

In my own city the merchants were systematically duped by a very shrewd scoundrel, and to the extent of thousands of dollars in cash, groceries, clothes and other commodities. The man at the head of the business (and it claimed to be an Aid Society, and wore the name of the county, thus giving it a semi-official appearance) was a discredited minister. He had a very unsavory record; for I happened to be one of a committee appointed to look up his record and report back on the inner workings of the organization.

He was the whole thing. He appointed solicitors, both men and women. These solicitors reported to him. He did not publish his receipts or his disbursements. Nobody knew anything about this organization and its work except the claims set forth by the solicitors and the man at the head of it. The solicitors worked upon a percentage basis. Some of them collected as high as \$25 a day. Groceries were gathered up by the wagonload. Clothes were sent in to headquarters and solicitors went out and brought in yet more clothes. Campbell, the man at the head of the business, took possession of all funds, groceries, clothes, etc. He banked the money, sold the provisions (such as he and his wife did not consume) and the clothes, and banked this money also.

We tried to find some beneficiary of the organization, but couldn't run him to cover. Indigent people assured us that they had applied there for help, but had been turned down. It was a case of all coming in and nothing going out.

The merchants of my town stood for this sort of thing for two years and more. Think of it! We were all busy about our own affairs—what was everybody's business was nobody's business; so we just contributed money, groceries, clothes, etc., and felt that we were doing a little something to relieve distress in our community.

Well, we run this fellow out of town and put an end to his enterprise. But think of the hardship this sort of thing produced on the worthy poor of our city. We were too easy.

Investigate Mendicants.

Unless the merchant has before him an obvious example of poverty and

We Want Buckwheat

If you have any buckwheat grain to sell either in bag lots or carloads write or wire us. We are always in the market and can pay you the top price at all times.

Watson-Higgins Milling Co.
Grand Rapids, Mich.

Evidence

Is what the man from Missouri wanted when he said "SHOW ME."

He was just like the grocer who buys flour—only the grocer must protect himself as well as his customers and it is up to his trade to call for a certain brand before he will stock it.

"Purity Patent" Flour

Is sold under this guarantee: If in any one case "Purity Patent" does not give satisfaction in all cases you can return it and we will refund your money and buy your customer a supply of favorite flour. However, a single sack proves our claim about

"Purity Patent"

Made by
Grand Rapids Grain & Milling Co.
194 Canal St., Grand Rapids, Mich.



Are You a Troubled Man?

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

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

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

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

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



want, it is better to refer these parties to somebody who is duly authorized to look into the merits of the case and bestow help advisedly.

So much of our almsgiving is non-effective and tends to pauperize rather than benefit. The individual hasn't the time to do this thing advisedly; but in almost every town there is a charitable organization of some sort. This is their work logically. Refer individual cases to them, and then contribute something to help on this general work.

Where there is no charitable organization or association in the town arrangements can be made with the ministers of the churches to look after this work. It is in line with their specific service any way. They will gladly appoint a committee that will undertake to investigate individual cases of distress that may be reported to it. With a contingency fund at their disposal (to which the merchants of the town will cheerfully contribute) the work can be done effectively.

When this is the case you can be very sure the poor who are actually deserving will be cared for in their day of need, and the professionals and fakirs will be turned down. Don't be a dupe to every fake charity solicitor that blows in. Eli Elkins.

Get-Rich-Quick Grafting.

Cold science has "busted" the get-rich-quick scheme of a Nebraska farmer to graft apple twigs on the trunks of box elder trees and thus, in about three years, have a large bearing orchard. It would have been a great scheme if it had worked. That, unfortunately, is the trouble with a great many schemes which are put up to the professors of horticulture and agriculture at the State University.

The Nebraska farmer wrote to Prof. W. L. Howard saying that he had read a description of the method of cutting back old apple trees and grafting upon the trunk the twigs of other varieties, and that if it were possible to graft apple twigs on box elders he would avoid the work of clearing the ground and a wait of several years before his planted orchard would come into bearing. The ancient Romans tried it.

"It is interesting to know," said Prof. Howard, "that Pliny's 'Natural History' of nearly 2,000 years ago tells of just such delusive ideas as this man out in Nebraska has become possessed of. Many of the popular notions of budding and grafting are utterly absurd, as these forms of propagation are simple, easily learned and practiced.

"In the first place, as a rule, only plants of a class botanically related can be budded or grafted upon each other. For example, all varieties of the common apple may be successfully grafted upon other varieties. They may also be caused to grow on pears or crabapples, but the operation does not form a very perfect union with these, and the graft would be likely to die or be broken off by the wind in a very few years.

"In a similar manner varieties of peaches may be grown upon each

other. The same is true of cherries and plums. Plums and peaches are sufficiently closely related that they may be budded upon each other and made good trees.

"Peaches will not grow upon cherries, neither will plums. Pears are successfully grafted upon quinces. This is the way in which the dwarf pears are grown. The root part determines the size of the tree, as in the case of the pear upon quince, making the dwarf, and the twig or bud grafted upon the root determines the variety of fruit.

"When we hear stories of apples being grafted upon oak, sycamore, or box elder, it is safe to brand them as false and ridiculous. It is sometimes possible to make a bud or twig grow upon some plant, not at all related to it botanically, for a while, but I never knew one to survive the first season."

Be Your Own Competitor.

Aggression is often the best defense. Grant's plan was to keep the other fellow so busy defending himself that he had no time to take the offensive.

There are hundreds of towns today where bright, shrewd retailers are storing up trouble for themselves by being too easily content with present conditions.

A town, for instance, is as yet without an aggressive department store. Each of its merchants sells a single line of goods and is making a good, fair profit. There is evidently an opening for some energetic newcomer, but the old-line storekeepers prefer to "let well enough alone," and think when the time comes they will be able to meet conditions as they arise.

If your town is in that state let us recommend to you that you be your own competitor.

Anticipate the future a little. The present situation invites new competition. If you branch out and fill the opening yourself, it will be closed against outsiders.

If you do not, then when competition comes, as come it will, all the benefit of the situation will be with the newcomer. Whatever steps you take then, it will be obvious to your town's people, are forced upon you.

If goods are sold at lower prices in your town after the new man comes, he will get the credit for having brought them about. Moreover, he will then have his money invested—whether he likes it or not, he must see the fight through. It is immensely easier to prevent new competition from starting than it is to beat it afterward.

If the newcomer has been trained in the modern school, and if the one-line merchants in your town are relatively as unaggressive as they commonly prove under such circumstances, the new store will do a lively business right from the start and the business of the town will go to it in steadily growing volume. — Butler Bros.

We often wonder what has become of all the men who were going to make millions out of inventions they once patented.

No Certainty of High Prices.

Once in awhile I read an essay from some economist who declares that the price of food stuffs, especially meats, must continue to get higher. He reasons that the population of the world is constantly increasing while the possibilities of production are nearly reached. His calculations look well in print but there is nothing to them, after all. To begin with, two-thirds of the people of the world eat no meat, at least no beef, pork or mutton. The other third of the people could do without eating meat if necessity seemed to call for it. So the market price of meat can not go much higher without stopping the demand. In the second place there is no reason to believe that the possibilities of production have been reached or anywhere near reached. The State of Kansas, for example, raises a good deal of wheat in the aggregate, but the average crop per acre is only about twelve bushels. It has been demonstrated over and over again that with proper cultivation Kansas wheat fields will produce forty bushels per acre. What is true of Kansas is true in the same proportions in other states. This country could produce at least three times as much wheat as is produced without increasing the acreage. What is true of wheat is true of cattle. The same amount of ground that sustains one steer now could be made to feed three steers so that we have nowhere near reached the limit of production. When any wise man begins to tell you what

prices will be ten years from now, or it down that he knows just as much about it as you do and no more. They may be higher or they may be lower. If general prosperity continues, if wages remain good and increase, then prices will go higher, for the average workman lives just as well as he can afford, especially in the matter of food. He and his family will continue to eat meat so long as he can pay the bills, but he and his family can get along on a good deal less if they have to. The prices of groceries in the future will depend on the prosperity of the people who work for wages.—Topeka Merchants Journal.

The Worldly View.

William Loeb, Jr., was discussing at a dinner in New York the customs laws.

"I suppose," said Mr. Loeb, "that in the past a good many people looked on a strict observance of the customs laws from a selfish and worldly point of view. They were like Aunt Mary Perimmons.

"Aunt Mary called one day on the village lawyer.

"Well, old lady," he said, "what can I do for you?"

"Ah, wants the divorce with husband," said Aunt Mary.

"Divorce old Uncle Ed?" cried the lawyer. "Good gracious, why?"

"Believe he's done got religion, dat's why," said Aunt Mary; "an' we ain't had a chicken on de table fo' six weeks."

We never have to apologize
for the quality of

Ceresota Flour



Judson Grocer Co.

Distributors

Grand Rapids, Mich.

A COMMON-SENSE LAW

Doesn't Try To Dictate What Others May Drink.

Written for the Tradesman.

"There goes one of the finished products of your factory," said the shoe merchant to the brewer. "Are you going to take one like that to the county fair this fall? You might get a prize on that one."

The "finished product" referred to was a young man in the last stage of intoxication, sneaking off up an alley, his chin on his breast, his feet wandering this way and that.

"What do you mean by that?" demanded the brewer.

"When a tailor makes a good coat, or a farmer raises a fine hog, or a lady puts up some fine fruit," answered the shoe man, "it is customary to take the thing of pride to the county fair. I have never seen the finished product of any saloon offered at the fair."

"You're a crank!" cried the brewer. "That is the old cry. When you don't agree with a man he is a crank. It is not good argument, however."

"You're getting to be a prohibitionist," said the brewer; "and a prohibitionist is the crankiest kind of a crank."

"If I had you in my cellar for a minute," said the shoe man, "I could convince you that I'm not a prohibitionist. I'm not trying to tell other people what they may or may not drink."

"But you're into this local option business up to your ears," said the brewer, angrily, "and you'll lose by it."

"You never heard me refuse to tell exactly where I'm at," replied the other, "and you know that the reason I favor local option is because I'm after the rotten saloons. What a man drinks is his own business. Let him drink beer or water, just as he likes. It is no business of mine, unless he leaves the support of his family to the general public because he drinks too much beer."

"Then what are you mixing in for?" "I told you what for. I'm fighting the rotten saloons."

"Then you are fighting the right of every man to choose his own meat and drink. You are in favor of sumptuary laws."

"Not to any considerable extent," laughed the shoe man. "I claim that intoxicating drinks can be sold under conditions as decent as can meat and milk. You men who have money invested in breweries think you are in hard luck because several counties have thrown out saloons. You might as well throw a rock up in the air and whine when it comes down and bangs you on the head."

"What have the brewers done now?"

"Well, if the people who sell the Rindge-Kalmbach-Logie shoes should operate the same kind of joints that the men who sell your goods operate, the R.-K.-L. shoes would soon become mighty unpopular. There is no good reason why a man who wants a drink of liquor should have to go to a nest of bums and thieves

to get it, any more than there is that a man who wants a pound of tea should go to such a place."

"Well, you are fighting the saloons," then observed the brewer. "Now, if you are honestly opposed to sumptuary laws, and really want to have entire freedom in the matter of eating and drinking, just tell me what you have found that would take the place of the open saloon. I'm not in favor of having my product sold in disorderly places, and if you and your friends will show the way to something better you will have the aid of the breweries instead of their opposition."

"You fellows ought to look after that for yourselves," was the reply. "Other manufacturers are obliged to find suitable and decent markets for their products, but suppose you investigate the Swedish liquor law."

"Never heard of it."

"Look it up."

"Can't you give me an outline of it?" asked the brewer.

"I think so," was the reply. "Forty years ago Sweden had about 4,000 stills, and most of the population had a 'still' on most of the time. There was no population in the world that had anything on Sweden in the matter of getting drunk and having one coming the next morning."

"I've heard about that."

"Well, the lawmakers of the kingdom got to thinking the thing over. The people were degenerating, the charity funds were working overtime, and it began to look as if Sweden needed the Keeley Cure. Now, these high-brows, it is said, liked their nip in the morning and all that, and they didn't cotton to the idea of telling others that they should not drink stimulating liquor."

"So, after much thought, they got a law passed which seems to me to be about the right thing. It is a reasonable law, a kindly law, a reformatory law and is seldom violated. It is sustained by public sentiment, as a prohibitory law never was and never will be."

"You seem to be getting back to your senses," laughed the brewer. "But tell me how they get their drinks over there now."

"There are plenty of places where stimulating liquors are sold," was the reply. "They are called dispensaries, or restaurants, and are operated just like any other place of business, only the man who runs one of them must be very high up on the water wagon. In fact, he must be a total abstainer. He does not buy the liquor and sell at a profit. In short, he doesn't make a cent on selling alcoholic drinks."

"That must be fine."

"He makes his money selling soft drinks and things to eat. You see, this takes away the temptation to reduce and doctor the liquor sold and so increase the profit. He doesn't make a cent on handling the stuff, and is therefore interested in handling the pure goods. The local company that owns the dispensaries must offer only the best and purest goods. There are no drugs in it, and a man can drink in the evening and get up and go to work in the morning."

"He can do that here if he has the inclination."

"He hasn't the inclination, after consuming the drugged stuff sold over the bars. The man running the dispensary is obliged to sell liquor to any man who asks for it—any man who is a man. Men whose families are in need, men who are weak by nature; minors, these are barred. It is a serious offense to sell or give people of these classes an alcoholic drink; but they may buy all the non-

intoxicating beverages they have the money to pay for."

"But this is only a public drinking place, just like the saloon," urged the brewer. "The men who may be sold

TRACE Your Delayed Freight Easily and Quickly. We can tell you how. **BARLOW BROS.,** Grand Rapids, Mich.

HERE is our advertisement as it will appear in the JULY NUMBER of THE DESIGNER THE DELINEATOR NEW IDEA MAGAZINE

Did you see our FROU FROU ADVERTISEMENT in VOGUE NATIONAL FOOD MAGAZINE BOSTON COOKING SCHOOL MAG. THE LADIES HOME JOURNAL ?

FROU FROU

"The World's Greatest Wafer"

Is widely advertised, easy to sell and pays a good profit HOW'S YOUR STOCK?

Biscuit Fabriek "De Lindeboom" H. Hamstra & Co., American Managers Grand Rapids, Michigan

At receptions attended by the Royalty of Europe and at most exclusive functions in America, these wafers are served.



FROU FROU

The World's Greatest Wafer (Made Near Amsterdam, Holland.)

It is exquisitely dainty in appearance and indescribably delicious in taste. The highest skill is necessary to produce this great Biscuit with its honey-comb shell and creamy filling, that melts in your mouth.

FROU FROU, the famous wafer from Amsterdam, Holland, adds to the elegance of any entertainment, simple or elaborate. This is the correct wafer to serve on all occasions.

At most good grocers. If your dealer hasn't Frou Frou, write us, and we will tell you where you can get it and at the same time send you a neat little Dutch souvenir.

Address: The "FROU FROU" FOLKS 16 Ionia St. Grand Rapids, Mich.

The Best Advertised Cereal Food in America

Last year over 100,000 visitors to Niagara Falls passed through our factory and saw Shredded Wheat being made; every one became a living advertisement for its purity and wholesomeness.

Last year our advertisements in the magazines and newspapers reached a combined circulation of 10,000,000 people and told the story of Shredded Wheat 112,000,000 times.

Last year we demonstrated Shredded Wheat in many cities and towns and gave away, including house-to-house sampling, 20,000,000 Shredded Wheat Biscuits.

This Year We're Doing Even More Advertising

Is it any wonder that Shredded Wheat is the easiest-to-sell cereal food?

And it pays you a good profit.

THE SHREDDED WHEAT CO. NIAGARA FALLS, N. Y.



liquors can go there and loaf and get drunk just as they do here."

"You just wait," said the shoe man. "If a man gets a drink of liquor he has to make it last for a couple of hours, for he can't get any more for that length of time. The owner of the place makes no profit on him, and so is not anxious to serve him. Besides, no treating is permitted. Now, you take the element of profit out of the selling end of the liquor trade, and the treating foolishness out of the buying end, and you haven't much inducement to drunkenness remaining."

"It won't work," said the brewer.

"Oh, but it does work. Besides, it is working for the benefit of the entire population. The companies handling alcoholic goods are allowed only interest on their investments, the profits all going to the city."

"The profits can't be large, with that sort of restrictions."

"You hold on a moment," laughed the shoe man. "Christiana has sixteen dispensaries, and last year they put about \$130,000 into the schools and parks, so you see the profit of each must have been \$8,000. That shows that the people drink quite a lot of alcoholic stuff over there yet. The one thing about it is that the stuff is pure and is not consumed in the company of bums, thieves and lewd women."

"You talk as if you thought there wasn't an honest saloonkeeper in the world," said the brewer.

"I know several," was the reply. "I have been in saloons where my money was as safe as it would have been in a bank, where no bums were allowed, where women were not permitted to enter, but for every such place I know there are forty of the other kind. If all the saloons were of this class there would be no local option counties in this State now."

"Why not open a saloon with the singing of hymns?" sneered the brewer.

"It will be enough if they sell pure goods and fire lewd women, bums and thieves," was the reply. "This fight is not against stimulating drinks. It is against the bum saloon, and when the saloon is as decent a place as the Swedish dispensaries there will be no further agitation of the liquor question."

"I don't believe that many Swedes have reformed under the law."

"There you are wrong. It is the hope, the ambition, of every old soak to some day be able to step up to the bar and be waited on as a man entitled to be treated as a man, and not as a drunkard or a weakling. That is the thing that does the work. Why, a man who can't buy himself a drink is an outcast. Think it over, brewer."

And the brewer and many other people are thinking it over.

Alfred B. Tozer.

City Boarder Time.

"Gosh, I hate to see summer come," said the farmer.

"Why?"

"Coz all summer long ma dishes up a lot of stuff we can't eat ourselves jes' to let the city boarders think they're gettin' plain home cooking."

FARMERS' BOYS.

Why They Gravitate To the Larger Cities.

Written for the Tradesman.

Mr. Robert D. Graham, banker, farmer, President of the Board of Control of the State Agricultural College, and a gentleman largely interested in real estate in Grand Rapids, discussed the loss of population in the farming sections of Kent county, during the past ten years, with a party of friends recently. "The increase in the population of the county, the last census report shows, was confined to the city of Grand Rapids and the four townships adjoining it," Mr. Graham remarked. "The remaining twenty townships sustained a loss of 2,000. Kent county contains a large area of unoccupied tillable land, but life in the city is so much more attractive than in the country for young people that many prefer factory life to the farm. In the city the working hours range from eight to ten per day, while in the country the workers are employed from sunrise to sundown. The wages paid to workmen in the city average considerably larger than in the country and the opportunities for recreation, for study and for social enjoyment are much greater. Although the cost of living is steadily advancing in the city, the liberal wages paid for services rendered offsets the low cost of living in the rural districts. However, the condition of the farmer, on an average, is much better than it was a quarter of a century ago. The introduction of machinery to perform almost every kind of work required on the farm has almost displaced the hand tools and the drudgery involved in their use. With the telephone, the automobile, the daily newspaper and the rural free delivery, bringing to his hand the occasional letter and hundreds of circulars and catalogues of mail order houses, the farmer finds full employment for his mind. The loss of population in the farming section of the country is a serious matter, on account of the reduction of the supplies of food such a loss involves. Kent county is not alone in the loss of agriculturists. Almost every county in the State is reported to have suffered from the same cause. In fact, it may be safely stated that in many states of the Union the development of the urban has been much more rapid than suburban life. Our steadily decreasing volume of exports of food stuffs suggests that in the future, when our country shall have become densely populated, we may not be able to raise the grain and animal food necessary to feed our own people."

Mr. Graham does not view the future "with alarm," however. He finds hope and encouragement in the work of the Western Michigan Development Bureau and the State Agricultural College. These institutions attract many settlers to the cheap lands of the Northern counties. In the meantime whatever is necessary to be done should be done to restore and fully develop the farming industry in Kent county. Mr. Graham spoke of

the thousands of land owning companies organized and operated on the Pacific coast and expressed the opinion that such organizations would find a profitable field of employment in Kent county. Large tracts of land are purchased, cleared (if necessary) and planted with fruit trees, nuts or alfalfa and sold in small tracts after three or four years' of cultivation to people possessed of moderate means. A few years spent on a ten acre "ranch" in California enables many such investors to acquire a competency.

Arthur S. White.

The Noodle Machine.

A noodle machine is a complete little manufacturing plant in itself, and will turn out in a short time noodles enough to supply the town. It can be operated by hand or by mechanical power. It requires only about one-eighth of a horsepower to run the larger sized machine.

The machine can be adjusted in a second to cut the noodles different sizes, from the width of a thread up to half an inch. Although a small machine, it is mighty in the work it performs. It may be placed where customers can see it, and the noodles "cut to order."

Contrary to general supposition,

noodles are also used for dishes other than soup. Noodle soup in itself, however, is a dish relished by nearly everybody regardless of nationality. The noodles must, of course, first be boiled by the housewife, after which they may be served in various ways.

The Germans often serve noodles with German prunes. Noodles may also be served with milk seasoned to suit the taste with salt and butter. They may be served with chili. The Italians take the cooked noodles, add seasoned tomatoes and bake for half an hour. Noodles make an excellent dessert by pouring melted butter over them and adding chopped nuts or fruit.

Gallant.

Husband—"You are quite comfortable, dear?"

Wife—"Yes, love."

"The cushions are easy and soft?"

"Yes, darling."

"You don't feel any jolts?"

"No, sweetest."

"And there is no draft on my limbs, is there?"

"No, my ownest own."

"Then change seats with me."

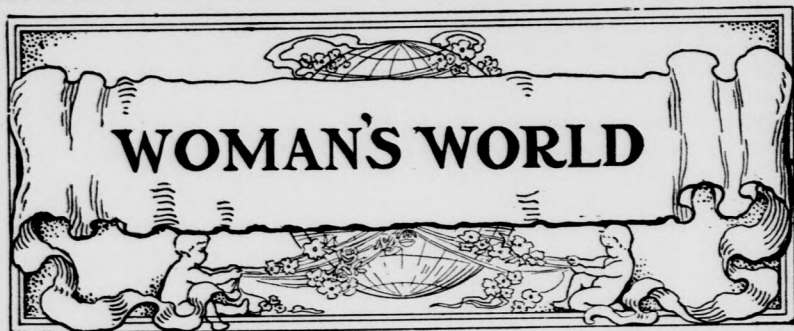
Nobody can have such a clear conscience that he does not look scared when his wife begins to tell him he talked in his sleep.

**No Measuring,
Weighing or Wrapping**

Do you realize how easy to handle is your trade in Uneeda Biscuit? When you sell three nutmegs you have to put them in a bag. A pound of sugar must be weighed and wrapped. But Uneeda Biscuit—simply take a package from the shelf or counter and put it in the basket.

The purple and white package is more attractive than wrapping-paper. It is proof against moisture and dust. This means a saving of countless precious minutes to the busy merchant and his clerks.

NATIONAL BISCUIT COMPANY



The Matter-of-Fact Man on Wedding Presents.

Written for the Tradesman.

"There are hold-ups and hold-ups," commented the matter-of-fact man, who is in moderate circumstances and is working hard to support his family and educate his children. "A masked robber meets a traveler on a lonely road and demands his money or his life. If resistance is offered, he takes both. A crew of adept burglars enters your home some night, tells you to just lie still and there need be no trouble. Then they proceed to ransack your trousers' pockets, jewel cases, dresser drawers and the sideboard where the silver plate is kept, carrying off all of your valuables that they can use in their business. 'Dreadful!' you say. Certainly such things are dreadful, but they do not happen very often. The great majority of people never have a single experience of the kind in their whole lives. Then we have the satisfaction of knowing that we have stringent statutes against lawlessness of all kinds, and we maintain a system of courts and have magistrates and police officers and what not, so that once in a great while some desperado is brought up standing and compelled to serve a term in the penitentiary for his crimes.

"But there are a lot of little hold-ups, each one small in itself but the whole forming an immense aggregate, which we suffer every day, for which the laws afford no possible remedy.

"The one we are in especial dread of now at our house is the regular June levy for wedding gifts. When a little peachy-complexioned bride sends out a lot of stylish envelopes containing a beautifully engraved request from her pa and her ma for 'the honor of your presence' at the marriage of their daughter, Gertrude Elizabeth, to Augustus Wellington So-and-So, it does not seem that it ought to be anything that would make strong men turn pale and shrink back; but it does.

"My wife has it figured right down that we are going to receive eight invitations for this coming June. One has come in already. They might as well come first as last; we are bound to get them. I would sooner think the earth would stop revolving on its axis than that any one of the whole eight would miss us. We are not really society people either. We do not have time for it. If some one were to get up a Blue Book of Perkinsville (Perkinsville is the town where the matter-of-fact man lives), I hardly know whether we would be listed or not. Maybe we would be;

they'd have to put in almost everybody to get up much of a Blue Book in Perkinsville. Anyway, we're of consequence enough that we get a bid to every wedding in town and for fifteen miles around.

"I guess we're known to be easy marks. Still, my wife says there usually are good reasons why you can't ignore a wedding invitation—reasons why the most sensible, the most economical—in short, the only thing to do is to come down with the money for a present and attend 'the swell function.' She knows a whole lot more about such things than I do, and I'm sure she'll manage for our best interests if she's let alone and feels free to use her own judgment. It certainly isn't for a mere man to try to dictate in these matters.

"My wife says that of the eight invitations which we are predestined to receive within the next four weeks, there are two that won't require any serious attention, for which fact she hopes she is properly grateful. One of these will be from a sort of fourth cousin of hers that she has not seen in fifteen years and never cared very much for anyway. Wife draws the line at fourth cousins; so small a degree of consanguinity is not sufficient ground for a hold-up in her estimation. The other will be from a family

that lived in our town until about a year ago, when they moved out to Seattle. They'll not forget any of their acquaintances in Perkinsville when it comes to sending out invitations. Not that family. But they were not intimate friends of ours at all, and we never were under the least obligations to any of them, so wife says we can just cut that out.

"But the remaining six we can't ditch from in the least. Jean Marshall is the daughter of our nearest neighbor. We're going to give her a cut glass berry dish. Jean is a nice girl all right, but as she's going to marry a fellow who is getting only twelve dollars a week, I can't see that she'll have any pressing need of cut glass, but perhaps if she doesn't get it now she never will have it. Wife says a piece of cut glass is as good as anything where you're expected to make a handsome, showy present.

"Then there is my niece, Priscilla Watkins—I rather think we'll have to do pretty well by Priscilla,—maybe a check will be more acceptable than spoons and forks. There's another wedding in the family,—a kind of a connection of my wife's, a sister of her sister-in-law, is to be married. Wife thinks she will club in with her brother's folks and some of the other relatives and get a library table or a Morris chair for her.

"Then there's Artella Morgan whose mother belongs to the same

church and the same club my wife does. Of course it's incumbent on us to buy a gift for Artella, although my wife really can't bear the sight of the girl, nor of her mother either for that matter. Still, it never would do to cut out that wedding.

"Jack Marvin, who clerked for me a year some time ago, is to marry Jennie Carter. Of course we musn't forget an old employe, and we shan't. Still he was paid well for all he did for me,—Jack never was much of a hustler, and always was very careful that his work shouldn't over-balance his pay check. But for the looks of the thing if nothing else, Jack and Jennie must have a present. My wife will find something suitable.

"Last on the list is Kate Jenkins. Wife says it will take not less than a ten-dollar bill to settle for the invitation from the Jenkins family. And yet they never come to our house nor do we go to theirs—don't move in the same circles at all; but Jenkins has

Make Money out of Peanuts and Coffee

Prims Machinery Co., Battle Creek, Mich.

Sales Books SPECIAL OFFER FOR \$4.00

We will send you complete, with Original Bill and Duplicate Copy, Printed-Registered and Numbered, 5,000 Original Bills, 5,000 Duplicate Orders, 100 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it pays for itself in frequent charges alone. For description circular, samples and special prices on large quantities, address The OEDER-THORSEN Co., 1928 Wisconsin Ave., Chicago. Agents Wanted. NOTE:—In forwarding orders, do not forget to furnish copy of print, if desired. It takes from 10 days to 2 weeks to execute orders.

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.

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.

been one of my best customers, and they regard this wedding that is to come off as a day of reckoning for all past favors. I've always patronized Jenkins in his business and thrown him all the trade I could from other people; but all that won't let us off now. Wife considers Mamma Jenkins positively sordid. It seems she has it all figured out just how many dollars worth of presents Kate can calculate on receiving from the number of invitations they are planning to send out—thinks she is going to get considerably more than did Mildred Arnold, who was married a few weeks ago.

"Wife says that all the people she knows have come to dread receiving an invitation to a wedding—that this whole wedding gift business is getting to be an intolerable burden to everybody.

"A lot of the neighbor women were discussing the subject when the invitations for Jean Marshall's wedding came out day before yesterday. All of them regard it just as my wife does. A sensitive girl, if she realized how little of sentiment or even of good will accompanies the average wedding present, simply couldn't bear to see the things in her home.

"What does a girl get anyway as the result of placing her friends under a tribute which they consider little short of actual robbery? A girl like Jean Marshall (Jean is to marry the \$12 a week fellow) receives a bunch of stuff, nine-tenths of which is too good to be of use to people in their circumstances, and is under mortgage the remainder of her life to pay back whenever any of the donors have weddings in their families. We have known some young couples who almost went hungry in order to discharge their obligations for costly gifts.

"A rich bride receives two or three wagonloads of cut glass and silver, things her husband is perfectly well able to buy for her, and which, if she is a person of taste, she would far rather select for herself, getting such as will harmonize with one another and with the furnishings of her house.

"My wife says that women in moderate circumstances like herself and her neighbors, the little toads in the puddle, so to speak, can't do anything to abolish this expensive and burdensome custom of making wedding gifts. There is nothing for them to do but to scrimp and save, a dollar here, a dollar there, and buy the presents. My wife is wearing her suit of a year ago—she didn't get a new one this spring; and she struck quite a bargain in hats for our little girls. In such ways as these she manages to find the money to buy the presents. She says it is for wealthy society leaders, women of prominence and influence, to do away with this wedding gift nuisance. Their fiat against the custom would cause it to be regarded as the intolerable vulgarity it actually has become. By one opposing word they could render the wedding present taboo; by so doing they would lift a heavy load from the shoulders of their sisters who are in humble circumstances." **Quillo.**

TO LIVE A CENTURY.

Enough Water, Plain Food and Healthful Habits.

Living to be 100 years old, or as much longer as may be thought agreeable, seems to be largely a matter of will, fresh air, exercise, simple food and water—above all things water. All the scientific writers on the subject of longevity have come to the conclusion that the age limit of man has been kept altogether too low and that really he ought to live a century, unless prematurely cut off.

It used to be commonly accepted that three-score-and-ten was the allotted span of life and that every year beyond that was a special dispensation. All mortality tables of these days upset that idea completely, because so many men out of a million live to be more than 70 that the man of 70 might reasonably consider himself quite a young fellow.

Dr. Farr, a noted English authority, finds that notwithstanding accidents and disease, which destroy most human beings before their time, 97,000 out of 1,000,000 live to be 80 years old; 31,000 out of 1,000,000 live to be 85 years old; 21,000 live to be 95; 223 live to be 100 and one lives to be 108. He does not say that the man in a million dies at 108, but that on the average he will be alive at 108. How much longer he may live is problematical.

Dr. Hartshorn, an author of a household work on medicine, thinks the age of man is 100 years, and he says "good reason exists for believing that at its early best the longevity of man ought to have been at least 200 years," as, "it is altogether conceivable that during the fresh vigor of youth life was much longer than now."

Dr. Alexander Brice, the author of "The Laws of Life and Health," gives a simple means of living a long time, and he is somewhat of the opinion that the age of man is 150. These are his directions:

Drink two to three pints of water daily—not cold. The human body is built of countless millions of cells, each one of which is surrounded by the blood. The cells are quite largely composed of water and they live by imbibing nutriment from the blood and casting waste matter into it. Where too little fluid is supplied the blood maintains a higher specific gravity and the poisonous waste from tissue or cell is imperfectly cast off. The body is poisoned by its own excretion and the chief reason is because a sufficient amount of fluid has not been supplied to carry off in solution the waste matter the cells manufacture.

No fluid is known that can dissolve so many solid substances as water. If a sufficient quantity is supplied to the body the whole process of nutrition is stimulated because the paralyzing effects of toxic waste products is removed by their solution. If, on the contrary, these toxic materials are allowed to accumulate in the body, all sorts of diseases will arise of the nature of gout or rheumatism. Deprivation of water means death to every living thing.

Other fluids, he admits, would sup-

ply the necessary moisture, but only water destroys the waste, and therefore he gives assurance that nothing takes the place of water.

"On the other hand," he says, "excessive consumption of water, or any fluid, is apt to be followed by disagreeable symptoms of indigestion, loss of appetite and depression."

It is easy to drink too much water, but he would not attempt to measure the quantity, because it depends on conditions, such as the heat of the day, the temperature of the body, the amount of work that is being done to carry off the surplus, and so on. He thinks though, that five or six glasses of water a day is a fair average, and he says it is astonishing to learn how few people regard the first law of health, which is inviolable, except under penalty. None of all the laws of health, which he lays down in a great book, is considered by him so vital to a long life.

Dr. Brice finds that work is the secret of longevity. He seems to regard the provision for man to labor as providential, enabling him, as it does, to live long. A life of pleasure, he says, is sure to kill and a life of rest is deadly. The body must be used or it will rust, as all unused machinery does.

Sir Lafner Burton says a wineglassful of water will produce a greater degree of stimulation of the heart if it be sipped than the same quantity of brandy swallowed at a gulp.

This is Dr. Hartshorn's recipe for living to be 100 or more:

Never breathe three breaths of foul air when you can get out from it.

Eat when you are hungry, and only wholesome food. Eat slowly, and stop as soon as hunger is satisfied.

Drink pure water when you are thirsty. Take milk as part of your daily food; a cup of tea, not too strong, if you like, but coffee only when you are tired, and alcoholic beverages never. Also, make no use of tobacco.

Rest, if you can, when tired, and sleep when sleepy. Take eight hours sleep every night, and more if you feel the need of it and can get it.

Work at something every day, and do the best you can; but avoid overwork. The sign of it is you wake up tired in the morning, not refreshed.

Rest one day every week. Do not work.

Do not make pleasure the aim and object of life; it will wear you out faster than work, or even worry.

He introduces those who have lived to be more than 100 years old, according to tradition, and then comments:

"No one of the venerable company of those who have survived 100 years has left behind any special secret of producing long life. All we can do toward promoting such an end is to observe the great laws of general health."

All the authorities insist upon water for long life, enough of it for a certainty and not too much of it; but better too much than too little. That is a fixed and fast principle. Another is that alcohol is no good and that tea and coffee serve no purpose in the scheme of living 100 years.

Something New All the Time

**Butterscotch
Chocolate Creams**

JUST OUT

It will soon be in everybody's mouth
Get some with your next order if only a 5 lb. box

PUTNAM FACTORY, National Candy Co.
Grand Rapids, Mich.

Quick Paper Baler

Has them all beat
because

1. It is so simple.
2. It is so easily operated.
3. It occupies less space to operate.
4. It cannot get out of order.
5. It is the cheapest, costs only \$20 and is sent on trial. Send for one today.

Quick Paper Baler Co.
Nashville, Mich.





Sense in the Summer Clothing Fashions.

May is none too early for an authoritative outline of summer fashions, and for very good reason. For every other season of the year we have to await the developments which come with the first ordering on the part of the clientele of the best tailors, and we take some chances on prophecies made before that time. But with summer modes we have a definite and accurate source of knowledge in the clothes worn by the crowd who pack off soon after the first of the year for Aiken, Palm Beach and other Southland resorts. These are men of social position and dress discernment and what they approve is accepted without question. Most noteworthy among my observations is the evidence of a sane, sensible attitude which chimes capitally with the current sentiment of American men concerning everything they wear. There is nothing bizarre or outre about any item included in or intended for the summer wardrobe of the particular man. He will not need to affect a suit of medium-weight fabric, for instance, because there are now available textures which, while as light and airy as any could wish, yet have sufficient body to hold their shape for a reasonable length of time. I note a very marked liking for woolen batistes. They are much more satisfactory to a good many men than mohairs and the like because they do not crumple so quickly and for all that are most comfortable. Then the lighter flannels have found favor, also, and some men prefer them over other torrid-time goods because of their softness of finish and drape. In either of these one does best to avoid the plain greys and choose the mixtures in which grey is predominant. A suggestion of green or brown in the cloth is smartest. Of course, the greys will be much worn, because every man who makes any pretensions to dressing, well must have variety, and grey in a summer suit has a peculiar atmosphere of appropriateness as well as being eminently serviceable and sightly. The color mixtures I describe are the distinctive things. Even at that the shade is not a matter of correctness or otherwise, but wholly of taste and newness of effect. Wide latitude is allowed in informal dress.

There will be a hybrid suit a good deal about town when we come to the lightest of attire. It is not a new model, but a combination of ideas which fashion has not endorsed heretofore. I do not recall having seen it described anywhere and I doubt if

the sticklers—the clothes "jurists"—will bid it welcome. That will not matter in the least, for it is coming. The jacket is cut much on the lines of the spring jacket, with natural—not less than natural—shoulders, a noticeable waist curve and generous fullness over the hips. The lapels will be broad and of unusual depth and will be so rolled as to open clear down to the lower of the two buttons with which the garment is fitted. This will be a lapel effect not unlike that of the swallowtail coat. It will disclose a great deal more of the waistcoat than we have been accustomed to see. The pockets will be of the patch sort, which have been approved only for country and outing jackets, notably the Norfolk. This detail will be dubbed by some as incorrect or inappropriate.

On the subject of lounge suits I may say that the very freshest note is in connection with blue, of which color almost every man makes it a point to possess at least one suit. The blue of the day is an Oxford, that is, a gray-blue, and there is either no pattern in it at all or just a faint stripe of some other color, such as green or brown, which is apparent only upon close inspection. You will recall my description of the most-liked brown fabric for spring as being likewise mixed with grey. This Oxford blue is uncommon and altogether pleasing. It is found in chevrons, and makes a decidedly more characterful suit than a plain blue cloth.

Regarding the accessories, and again coming back to what the Southern sojourners have favored, I find the liked straw hat to be the sennit with medium crown and a brim tending toward narrowness rather than breadth, with serrated edge. The wide brim of last year is no longer elect. Colored straws do not get any sanction. As to waterproofed straws, they can not be in the least objectionable, so long as the finish is not affected, any more than is the proofed topcoat. As for topcoats, they are exceedingly loose, mostly in unobtrusive mixtures, and having the Raglan sleeve.

Summer shirtings are delicate in coloring. Very many have solid color grounds with stripes or figures harmonizing by analogy rather than contrast. In addition to these, which come prominently to the fore in silks, silk mixtures and flannels, there are white grounds with large figures in black or colors. Figured treatments, in fact, are now smarter than stripes, although they are not so acceptable to the multitude of men. I do not

doubt that these large figures on light grounds will be the decided preference for autumn.

Drop-stitch half hose—which I consider effeminate—and embroidered figures in contrasting hues are once more much seen. They are brown, green and purple, which accord with the prevailing suitings. In cravats appear some exceptional creations in the open-weave grenadines, with variously patterned linings, the designs of the linings showing through. Crepes are always in good standing for summer and there is no exception this year. Oxfords of the darker shades of tan have approval. They should be laced. A buttoned Oxford never will look just right in wear. Somehow it persists in suggesting that the shears have been applied to boots.

If I were to be asked concerning prospects for autumn I would venture the prophecy that stiff bosom shirts will return. At first glance that may seem of little note; but it is not, for it will mean the revival of the wing collar, which does not set well with either pleated or negligé shirts, and thereby permit of the introduction of wider forms in cravats. The wing collar, you know, has been under a cloud except for formal use. The close-front fold collar is passing before the vogue of the fold collar with deep, square points, with front edges meeting at the top and separating to a half-inch space at the bottom. If you want to test your laundry, send some of these. You will test your patience with your laundry at the same time.—Lovat in Haberdasher.

Fall Styles.

At the recent semi-annual meeting of the National Cloak, Suit and Skirt Manufacturers' Association, at Toledo, style recommendations for the fall of 1911 were adopted, as follows:

Suits—The prevailing length of suits for fall will be approximately 28 inches; shorter lengths favored for demi-tailored or fancy models; the strictly tailored styles may be somewhat longer. The cut of the

jacket will be slightly shaped, but so treated as to emphasize the straight-line figure. Large collars, deep cuffs and the raised waist-line effects will be features of trimmed suits.

Skirts—The tendency of separate skirts is toward strictly tailored effects; the panel idea and low tunic to be given prominence. Skirts will be cut with more fullness than last season, but will adhere to the straight-line effect and the moderately raised waist-line (with inside belting).

Coats—Separate coats will be full length; cut on straight and slightly shaped lines; novelty effects to consist of the raised waist-line, some belted effects, large collars and deep cuffs and some peasant sleeves.

An additional style feature is the slashed effect shown in many of the coats, suits and skirts.

Wouldn't That Anger a Man?

Mr. Angus—What is this \$2.98 on this bill?

Mrs. Angus—That's what I paid for a cape for little Fidopet.

Mr. Angus—Woman, that dog has fuzz an inch thick.

Mrs. Angus—Yes, dear, but you know it will have to be cut off so he can wear the cape.

COLD STORAGE FOR FURS

Write now for particulars before the moths appear
Repairs cost less during summer months
Rason & Dows 66 N. Ionia St.

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.



The Season for

Brownie Overalls

Will Soon be Here

Most jobbers offer Eastern made goods, which as a rule are scant cut. **Empire Brownies** are warranted to be correct in size and well made.

Don't Wait Too Long

Now is the time to place your order. We can give you better deliveries if order is placed soon. Size combinations are as follows: Ages 4x9, 6x12, 4x15 and loose sizes: These can be retailed at 25 to 40 cents per pair. Ask our salesman.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

We close at one o'clock Saturdays **Grand Rapids, Mich.**

Aviation Caps.

The aviation cap, which was so popular last season in the cities that jobbers experienced considerable difficulty in filling orders, is expected to be sold in large quantities throughout the entire country during the next fall and winter season.

The small retailers who were able to show these caps in stock last season were considerably in the minority, owing to the fact that the city stores had arranged to take all that were brought on and still were unable to supply the demand for them.

Manufacturers and jobbers look for continued popularity for these knit caps during the coming season, and while they expect the supply to fall short of the demand, they have in most cases made arrangements for several times the quantity that they were able to secure last season.

These caps are not only practical and comfortable, but neat and pretty, and are becoming to the majority of women and children. This, together with their extreme popularity in the cities and their scarcity in the smaller towns, would seem to indicate that they will be splendid sellers again next fall.

They are as a rule hand-made and come in all colors, both in solid and in pretty combinations, and retail at from 50 cents to \$3 or \$4. Of course, those selling at from 50 cents to \$1 or \$1.50 may be looked upon as the most popular sellers.

A knit automobile hood has made its appearance in the fall sample lines and there is every indication that it will prove very popular with women motorists. This hood not only comes in all of the most popular solid colors, but in combinations as well and makes a pretty, attractive and most comfortable covering for the head.

These hoods are made in many attractive ways, but the name "hood" is descriptive of their general style. Some of them are made to come down low over the neck and ears and fasten under the chin with wide knit strings, which are attached to the sides of the hood with large knit rosettes. The front of the hood is turned back from the face in a wide fold.

They are made to retail at from \$1.50 to \$3 each and afford the merchant a nice profit. Their practical adaptability for automobiling purposes will no doubt bring them into great favor next fall.

The Man Behind.

Despite the fact that deliveries nowadays are comparatively rapid and the possibilities of having special orders in the store within a very short time after the list is sent to the wholesaler, there are retailers who fail to have goods for special occasions on hand soon enough to make all the sales possible because of them and of the occasion calling for them.

There are men who never think of ordering goods for the Fourth of July until June is half gone; there are men who never have their Thanksgiving linens on sale until the week of the holiday; there are other men who get the Christmas goods on sale the first week in December; there

are other men who have special Easter goods coming in upon them the Monday after that festival simply because they did not get their orders started soon enough. These things do not occur occasionally but regularly. The men who are their own victims are forever berating special events and failing to understand how it is possible for anything to be made out of holidays and other great occasions when people won't come in and buy the goods especially for the affairs.

Where would the retailer be placed if the manufacturer did not get his machinery going on goods months ahead of the time when they are to be needed? How long would it take these manufacturers to get "in the hole" very deeply if they waited until retailers were ready to sell before they began to make? Yet that is practically what the retailers do who fail to purchase until the consumers are ready to consume and have already bought their materials from some more wide-awake dealer.

Railroads and express companies are not to blame for the failure of goods to be in the store, when those goods have not been ordered long enough for the wholesalers to get them packed and shipped. Everything requires a reasonable amount of time for its completion.—Drygoodsman.

Horse Ate Her Spring Hat.

A new danger to women's hats was discovered when a horse tried to eat the trimming on one spring creation, causing a great deal of embarrassment to the wearer. It was aboard a Long Island Railroad ferryboat and the boat was crowded. Talking with friends forward was a well-dressed young woman, whose hat was of the latest style, trimmed with something resembling ribbon grass.

A horse saw the hat trimming as it swayed in front of his nostrils, sniffed a bit, and then craned his neck to get nearer. Then he suddenly nibbled the material he thought was grass and held it firmly in his jaws.

Greatly frightened, the woman did not move, but uttered a few shrieks, which brought several men to her side. They were cruel enough to laugh. Drivers gathered around the horse and tried vainly to coax him to release the trimming. Others squeezed his nostrils, but the horse paid no attention. Finally a garden truck vender placed a bunch of carrots in front of the horse, and the trick was done. He opened his jaws for the tempting vegetables and the imprisoned trimming was liberated.—New York Herald.

Get On the Wagon.

Get on the wagon—with your advertisement.

If you run a system of delivery wagons and do not utilize the space on those wagons for attractive advertising, you are losing money. Yes, actually losing money, for advertising space on the side of a delivery wagon, which travels about town all day is mighty valuable.

In the larger cities and towns there are numerous enterprising bak-

eries, laundries, delicatessens, groceries and other shops which make a special feature of their delivery wagons.

You can hardly go out on the street in these towns without seeing one of these attractive wagons, and the painting and lettering on the wagons are done up in such attractive style that it is bound to stick in your mind.

If you have come to that town to live, and see "Crown Laundry" or "Star Bakery" flashed in your face from a handsome, well-appointed wagon every few minutes, when you are out on the street, you will very naturally become impressed by the fact that the "Crown Laundry" and the "Star Bakery" are the whole thing in that town, and will turn to those establishments when in need of something in that line.

If you live in a town where the merchants have been content to deliver their goods in almost any kind of an old rattle trap wagon, without cover, without visible paint, because the paint is covered by mud and dirt, it makes the advertising space on your own wagons all the more valuable.—Topeka Merchants' Journal.

History From Toys.

Nuremberg has been famous for its toys since the middle ages. From the fourteenth century the city has been noted for its dolls with porcelain faces. At the time of the renaissance the Nurembergers began constructing dolls' houses such as those which are so much admired to-day. In 1572 the Elector Augustus of Saxony ordered a table service for his three daughters, consisting, among other articles, of 71 plates, 150 glasses, 36 tablespoons and 28 egg cups.

This has come down to posterity, and it is a historical document in a sense, for there are no forks in the service. Forks belong to a later period. Albert IV of Bavaria had constructed a realistic house for his children. It was completed from cellar to greenhouse; even the household chapel and ballroom were included. In the grounds were stables and a menagerie. This is another historical document, for much is to be learned of the elegance of the time from this toy.

It is easier to make a woman talk than it is to induce her to think.

An Eye to Business.

A dressmaker had sent her servant to post a letter and was anxiously waiting her return.

"Did you post my letter all right, Mary?" she asked, as the maid of all work entered.

"Oh, yes, ma'am!" replied Mary, holding a penny out to her mistress.

"What is this for?" again asked the fair employer. "I gave it to you for the stamp."

"I didn't have to use it, ma'am. I put the letter in the box when nobody was looking," explained the innocent Mary.

All Against It.

"The harem skirt, or jupe-culotte, won't go in this country. The arguments against it are insuperable."

The speaker was Miss Elsie De Wolfe, the best-dressed woman in New York. The scene was a tea at the Colony Club. Miss De Wolfe resumed:

"Yes, the arguments against the jupe-culotte are as all-embracing as those against the poor man's credit."

"A poor man, you know, once asked a banker for credit. The banker answered:

"There are two reasons, my friend, why poor men can't get credit. The first is because they are not known. The second is because they are."

Money talks—and the chap who has it is usually a man of few words.

There are still as good fish in the sea as have ever been lied about.

The Man Who Knows Wears "Miller-Made" Clothes

And merchants "who know" sell them. Will send swatches and models or a man will be sent to any merchant, anywhere, any time. No obligations.

Miller, Watt & Company
Fine Clothes for Men Chicago



SWATCHES ON REQUEST



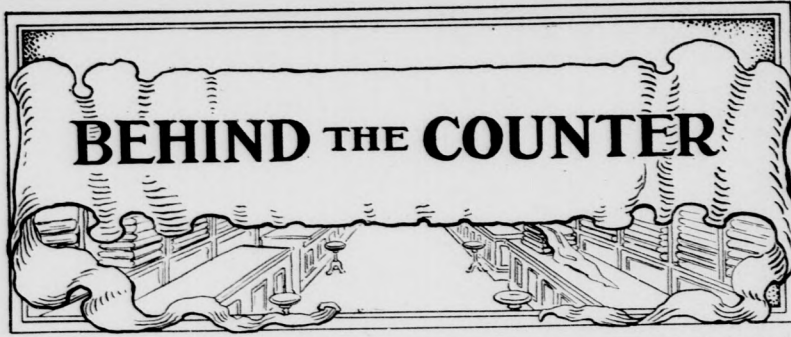
BEDDING

Just to remind you that we have everything pertaining to the bedding line: Mattresses, Pillows, Blankets, Comforters, Bed Spreads, Sheets, Pillow Cases, Pillow Shams, Etc. We urge a fair comparison of our qualities and prices.

Paul Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.

We close at one o'clock Saturdays



Uniform Frocks For Wage Earners.

The decision of one of the great insurance companies in America that hereafter every woman in its employ, who has a place in the office, shall wear a uniform costume of demure cut and subdued color, is important and interesting.

Every store and office that employs women should follow this lead. It might cause peevishness among the women at first, but they would soon grow to like it, as do the English and French wage-earners.

The great Wanamaker stores in New York and Philadelphia require uniformity in both gown and hair dressing, prohibiting low necked and short sleeved waists and an abundance of jewelry, and the distinction of their uniform dressing and the way it is applauded by shoppers is an instance of how the rule succeeds. In London it is a pleasure to see the ranks of women in shops in their soft black gowns with a bit of white at the neck—no jewelry, no elaborate coiffure.

It is not necessary that the shop should insist upon black for gowns, but it is the best color for every day in the year. Dark blue, deep stone-gray and Havana brown may be chosen, but the latter two will not give as much satisfaction as the blue and the black. It is not necessary that the gowns should be made exactly alike, although a general rule should be laid down by the head of each department. Sheer materials should be allowed for summer and whatever fabric a girl chooses for use in the winter.

Here is the side of it that should appeal to the girl: It will relieve her of much anxiety in the choice of suits, blouses, neckwear and belts. Two well-made frocks will see her through the long winter season and four through the summer. She can get a good pattern, have the gowns made alike and choose the most becoming way of finishing the neck.

There will be no envy or heart-burning among the poorer girls for others who make more money, or who live at home and can spend all their wages on clothes. There will be differences among the girls, without doubt, as these will always exist as long as the female race does. One girl can carry off with distinction a gown in which another girl looks awkward and insignificant, but the differences are not as great as when a girl is compelled to wear shabby old clothes against the new finery of a more fortunate one who works by her side.

It will do away with the wash blouse, of which any wage-earning girl should be glad. It will save laundry bills and tedious mending at night, and she can keep her frock fresh by having separate slips of white muslin that go to the wash, and in the short sleeves of these she can baste her shields.

The outsider's point of view is one of pleasure more than economy. The world at large has become weary of the sight of the gewgaws and paste jewelry, peek-a-boo blouses and gaudily trimmed corset covers of a portion of the women who are wage-earners. These girls do not mean to be conspicuous, but they have had taste in dressing. They have not been taught, and they have not had the opportunity to learn by comparison. They unwittingly choose the style of dressing that costs a great deal of money, for it demands a lavish expenditure in laundry bills and a considerable number of changes.

The public would feel better satisfied and more sure of the judgment of those in attendance upon it if the rank and file of girls presented a dignified air of quiet costuming. The woman herself would gain much in poise and in approval from outsiders if she met them garbed with restraint. If she has bad taste, then the company that employs her should guard against its expression.

Every establishment that employs women should follow the lead of this insurance company.

Anne Rittenhouse.

How To Buy Wear in Dress Goods.

The woman who must consider economy wants, when she buys dress goods, to get something that will wear. She can not afford to purchase material that will pull to pieces in the seams, that will fade or get stringy, or quickly wear through. Money with her is too scarce an article to be invested in any such unprofitable fashion.

But how can she tell that she is buying economically; that she is getting the value for the money she pays? She may not be able to tell if she is getting wool or cotton when it is woven as it is to-day, for cotton when manufactured into cloth often looks so much like wool that a sheep himself would be deceived. How can she tell if the color will fade? How can she foresee whether the sleeves will wear through on the forearm in a few weeks? She feels that on any of these points she has no sure knowledge. All that she is sure of is that she has not very much money, and that her dress must last her a certain length of time.

The first thing for such a woman to do is to buy in a reliable store. No woman in the world needs to go to a reliable store so much as does the woman who has but little money. She should, therefore, choose her store carefully, and bear in mind those who treat her right.

It is difficult for the inexperienced to tell wool from cotton. It is almost impossible for a customer in a store to do so. There is an acid test, and there is a way of separating the threads in a fabric and breaking them and telling by the way they break whether they are wool or not. Both of these methods are impractical for the shopper. To be sure, she might separate the threads and break them, but this test is becoming more and more unreliable, because of the way wool and cotton are being carded to-day. Her wisest course is to choose a merchant whose word can be relied upon, and who will make good any article that proves not as stated.

It is necessary to know whether you are buying wool or cotton, for it is not economy to buy cotton-warp goods; that is, for a dress or suit that is desired for hard wear. A thread or two of cotton, possibly mercerized and thrown in to give some style effect, does no harm; but regular cotton-warp goods are poor economy. All-wool goods will cost but little more, are wider and cut to better advantage, so that so much material is not required. When it comes to the question of wear, there is no comparison. A cotton-warp fabric in a little while gets grayish, stretchy. It pulls out of shape. It does not clean or press satisfactorily. All wool, on the other hand, holds its color, holds its shape. It tailors better, can be cleaned and pressed while a thread of it lasts, and so always is fresh looking and stylish. In addition to always looking well, it wears much longer. So that although it may seem at first to be the more expensive, it is in the end by far the more economical.

It is this first cost that often misleads the woman who must be economical. She thinks that the cotton-warp material for a skirt will only cost 75 cents, whereas the all-wool will be a dollar and a half, twice as much. She does not stop to consider that the cost of making will be the same in either case, or take as much time, and time with many women is money, and that the all-wool skirt will outwear three cotton-warp ones and look better all the time. The one good looking, all-wool skirt, even if it only lasted as long as two of the poorer quality, saves the cost of making one skirt and has more style. So it is decidedly the better economy to buy the better material.

Barbara Boyd.

Good Suggestions.

Whether or not young men and women are satisfactory employes in a department store depends partly upon their stock keeping ability—upon whether they have kept their eyes and ears open and used their ingenuity and their brains in knowing

how to take care of the merchandise which is placed under their care.

It is important that people who sell goods should know how to roll goods for stock, should know how to hang up goods, should know how to put them away, should know which side up and which side out, which end to and all about the details of keeping merchandise in shelves and boxes or on fixtures.

The way for you to find out is to find out. The knowledge is not going to drop from the sky and puncture your head or force itself upon you. If you do not know, ask somebody who does know. There are plenty who do and it is easy for you to find out if you really want to.

When making out your check ask: "Have you an account?" Never say, "Is this to be charged?"

"Do you wish to pay for it now?" Do not blurt out at your customer, "Cash?"

"Will you take it?" Never let your first question be, "Shall I send it?"

A careful watch of yourself on these details will help you to make a better impression upon your customers and will save the store oftentimes a great deal of annoyance.—
Dry Goods Reporter.

Bag Sense.

Whenever a clerk gets to the point where he knows what size and kind of bag to use for an order of any article, he has mastered one of the fine points of the game. It is a fine point, not because it is so hard a thing to accomplish, but because it shows that he has paid some attention to the matter and has the proper spirit to succeed.

A whole lot of clerks are content to get hold of any old bag that will hold the stuff. It may be an eight-pound bag where a five-pound would be better. It is all the same to them.

Yet it is a matter that is easy to learn. There are not a great many things in a store that take bags any more—most of it is packages. Any clerk might make a list of the bulk goods in a very short time and note what size bags the various amounts of them take. In a very short time he would be making up very much neater and nicer packages, besides saving the store on bags.

Spring Cleaning.

This is the season of the year when the grocery store ought to be thoroughly clean in order to give it an appearance in common with spring—bright and cheerful. A grocery store is a place for good things to eat and a business of that kind should be made attractive and inviting. The windows should be clean and tastefully dressed with quality goods and if you have any old fixture, replace it: in fact, it is my advice to improve as rapidly as possible by adding a fixture every now and then, so as not to heap too much of an outlay on the business at one time. Good, modern fixtures show prosperity and the appearance of prosperity means good business. Perhaps you need a new scale, refrigerator, oil tank, shelving or something else.

Open Letter to the Merchants of Michigan

IN TRAVELING over the State our representatives occasionally find a busy merchant who has established himself in business through close application and economical figuring: who has equipped his store with many conveniences but has entirely overlooked one item of vital importance, the lack of which may put him back ten years, namely, a fire-proof safe.

We do not know whether you have a safe or not, but we want to talk to all those Michigan merchants who have none or may need a larger one.

A fire-proof safe protects against the loss of money by ordinary burglars and sneak thieves, but this is not its greatest value.

With most merchants the value of their accounts for goods sold on credit greatly exceeds the cash in hand. If you have no safe, just stop and think for a moment. How many of these accounts could you collect in full if your books were destroyed by fire? How many notes which you hold would ever be paid if the notes themselves were destroyed? How many times the cost of a safe would you lose? Where would you be, financially, if you lost these accounts? Only a very wealthy man can afford to take this chance and he won't. Ask the most successful merchants in your town, or any other town, if they have fire-proof safes.

Perhaps you say you carry your accounts home every night. Suppose your house should burn some night and you barely escape with your life. The loss of your accounts would be added to the loss of your home. Insurance may partly cover your home, but you can't buy fire insurance on your accounts any way in the world except by buying a fire-proof safe.

Perhaps you keep your books near the door or window and hope to get them out safely by breaking the glass after the midnight alarm has finally awakened you. Many have tried this, but few have succeeded. The fire does not wait while you jump into your clothes and run four blocks down town. It reaches out after you as well as your property.

Suppose you are successful in saving your accounts. Have you saved your inventory of stock on hand and your record of sales and purchases since the inventory was taken? If not, how are you going to show your insurance companies how much stock you had? The insurance contract requires that you furnish them a full statement of the sound value of your stock and the loss thereon, under oath. Can you do this after a fire?

If you were an insurance adjuster, would you pay your company's money out on a guess-so statement? A knowledge of human nature makes the insurance man guess that the other man would guess in his own favor. The insurance adjuster **must pay**, but he cuts off a large percentage for the uncertainty. And remember that, should you swell your statement to offset this apparent injustice, you are making a sworn statement and can be compelled to answer all questions about your stock under oath.

If you have kept and preserved the records of your business in a fire-proof safe, the adjustment of your insurance is an easy matter.

How much credit do you think a merchant is entitled to from the wholesale houses if he does not protect his creditors by protecting his own ability to pay?

We carry a large stock of safes here in Grand Rapids, which we would be glad to show you. We also ship direct from the factory with difference in freight allowed.

If a merchant has other uses for his ready money just now, we will furnish a safe for part cash and take small notes, payable monthly, with 6% per annum interest for the balance. If he has a safe and requires a larger one, we will take the old safe in part payment.

The above may not just fit your case, but if you have no safe, you don't need to have us tell you that you ought to have one. **You know it** but have probably been waiting for a more convenient time.

If you have no safe **tell us about the size** you need and **do it right now**. We will take great pleasure in mailing you illustrations and prices of several styles and sizes.

Kindly let us hear from you.

Grand Rapids Safe Co.

THE WRONG ARGUMENTS.

They Cost the Local Option Leaders Many Votes.

Written for the Tradesman.

The local option fight is over for a year, at least, and both sides claim to be well pleased with the results of the fighting. The saloon men gained in some counties and the local option people gained in others.

It would seem that the latter ought to have gained in more counties than they did. They would have done so only for the fact that their leaders used some wrong arguments. The victories they did win were won in spite of some of their leaders.

In spite of the fact that a large majority of the men who vote for local option are not prohibitionists, the local option writers and orators spoke and wrote against the use of liquor instead of against the rotten saloon.

As a rule local optionists do not believe in sumptuary laws. They do not believe that any man has a right to say what another man shall eat or drink. In proof of this, note the small vote cast for the prohibition ticket and the large one for local option in recent years. Also note that dyed-in-the-wool prohibitionists opposed local option.

In spite of this fact, the local option people insisted on fighting whisky instead of the manner in which it—drugged and poisoned—is conveyed to the consumer in many of the modern saloons. Almost any man who voted for local option will tell you that he will change his vote to the other side whenever the whisky men are forced to obey the laws governing the traffic.

He will tell you, too, that he does not object to John Doe taking a drink if he wants it and can afford it, but will add that he does object to the liquor trade being in the hands of men who will rob and drug John Doe whenever he becomes a victim of "an accident of conviviality."

Everywhere it seems to have been the purpose of a majority of the men who voted for local option to hand a slap to the present manner of conducting the liquor business. In some counties men who voted against the saloon two years ago voted for it now, on the assumption that the needed lesson had been learned.

In spite of this known sentiment, in spite of the fact that victory for local option could be won only by securing the votes of men who use intoxicating liquors infrequently, men who object to the filthy saloon as a menace to the young, local option writers and orators kept on pounding whisky and let the saloons alone.

If you want to bring a man to your way of thinking on a certain issue you must not start in by antagonizing him. The moderate drinkers I have referred to went to meetings to be told that the next step in the movement would be state-wide prohibition. It is safe to say that hundred of votes were lost to local option by this foolish statement. Time enough to urge prohibition when that fight is on.

Last spring the fight was not against the manufacture and use of

liquors. It was more in the nature of a protest against the manner in which the whisky business has been conducted in the past. If local option leaders do not believe this, let them put a straight prohibition ticket up next spring and see how many votes it will get.

Naturally men who do not believe in sumptuary laws balked when orators declared that local option was only a step toward prohibition. If the orators and writers had confined their efforts to the plain local option question—shall liquors be made and sold in this county?—with no threat of future prohibition, it is safe to say that hundreds of votes would have been gained.

Prohibitionists say that local option does not go far enough, and it is well known that some of them voted against local option for that reason—which was foolish on their part, for they must see that it is better to close drinking places, even if liquor is bought for use in homes, than to leave them open for the temptation of the young. But they did not see the point—the whole hog or none with them!

The local option orators, too, talked of the horrors of a drunkard's home, of a baby's shoes sold for drink, of the last dying ember on the Christmas hearth, when they should have appealed to common sense instead of sentiment. The average voter wants to put the brute pictured as the horrible example in jail, and does not see why he should be deprived of a drink because a degenerate abuses liquor in its use. He does not propose to gauge the lives of the community by that of the drunkard.

If the orators had dwelt on the fact that there is a statute against selling liquor to a person intoxicated or in the habit of becoming intoxicated, and pointed out that the saloon-keeper who sold liquor to the man who abused his family while drunk was an open and brazen criminal kept in business by some brewery or distillery, he would have made a hit against modern saloon methods which might have caused voters to favor giving whisky men a lesson in decency.

Some of the orators did picture the saloonkeeper at his worst, but they talked more about his handling "the accursed stuff" than they did of his open violation of law. The average voter is a law-abiding citizen. If the orators could have made him believe that most dealers in whisky are inveterate and impudent violators of the law—that they disregard statutes he himself is obliged to obey—they would have gained many votes. The average citizen knows that laws must be obeyed and he will not stand for their violation by whisky trusts or dealers in any other commodity.

The popular sentiment against the trusts was brought about not by showing the people that they were making too large profits, that they were keeping consumers poor in order that large dividends might be declared. The people revolted against trusts only when it was shown that they were insolent, bare-faced vio-

lators of the law. If the local option orators had shown that, votes would have been gained, for, as said before, people will not stand for lawlessness in any class, or favor any special privileges. But the orators seemed afraid to attack the public officers for not enforcing the law!

It seems as if most of the local arguments last spring were directed to women, who had no votes! There was very little talk to young men. Hollowell, a grocer up the State, is about the only man I know of who did the young-man oratory up in correct style. The local option people wanted Hollowell to get up a talk for them and deliver it in a public hall, where there would be more women than men, and where he would have to talk sentiment if he got a "hand," as the actors say.

"No," replied Hollowell, "I won't talk in a public hall, but I'll tell you what I will do. I'll get up a little dinner party and invite twenty young men to feed with me. At that dinner I'll make local option converts of them all."

The orators, who wanted to hear themselves cheered, and who wanted to see their names in job type in the newspapers objected, but Hollowell went ahead with his dinner. When the twenty young men were there he said:

"About half of you have at one time or another asked me for a job. Some of you got one, and some of you did not. Now, what was the first question I asked you when you asked for the job?"

"Do you drink?" came in a chorus, for that was the first question Hollowell always asked, and the young men laughed at the recollection.

"That's right!" said the grocer. "Now, I'm telling you right here that you will be asked that question wherever you go, in a big town or a small one. Even if you ask for a position as bar-keeper or porter in a saloon, they won't hire you if you admit that you drink. You can't get a job on a railroad, or in a big mill, or on a boat if it is known that you drink. Whisky is in disgrace. If you want to win in life you must not be seen in its company."

The young men admitted that it did not pay to drink.

"Now, let me tell you something else," continued Hollowell. "The men who are selling intoxicating liquors in this county know that whisky is unpopular here. They know that if they lived up to the letter of the law they could not remain in business, so they deliberately disobey the law. If I find that I can't run a grocery without using false weights and measures and adulterating my goods, I have to quit. If I don't the law will put me in jail."

"If these saloon men, the ones in this county, I mean, find that they can not get a living if they obey the law, what do they do? They adulterate and drug their liquor. They snap their dirty fingers in the face of law! They sell liquor to men who are too drunk to know that they are wasting their money. They sell whisky to a man who gets drunk every

pay day and goes home and beats his wife. They keep open after hours and on Sunday. They permit lewd women to sit in their back rooms. As I have said, they are just as insulting as if they moved their buildings out into the middle of the street and told the public to climb over them or go around!

"Now, I have tried to show you that it does not pay to drink, even under the most favorable circumstances. I now tell you that the men who sell liquor in this county are trying to elect the officers who are supposed to enforce the laws concerning the liquor business. They are doing this because they do not want to be punished for the crimes they commit. Are you going to stand for that? Do you want the laws which govern your life enforced and the ones which are supposed to control the whisky business left unenforced?"

"If you think you must have a drink, get it if you can. If you want saloons here, all right, but let me advise you that you ought to show your disapproval of the way the saloons are being run by putting them out of business for a couple of years. When they come back they will obey the law—for a time at least. That's all!"

Now, don't you ever think that Hollowell didn't gain twenty votes for local option right there. He didn't talk prohibition, nor sentiment. He talked facts and showed that the saloon was an impudent violator of law, and that was enough.

Alfred B. Tozer.

Unless a man gets married he will probably go to his grave believing that he knew it all.

Few of us become round shouldered from carrying other people's burdens.

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SABBATH DESECRATION.

How the Boys Drew the Line on One Kind.

Written for the Tradesman.

"Now, I have something to propound to you traveling chaps," and old Tom Tanner shifted his quid of spearmint from one cheek to the other, sighed and looked very non-committal.

"Proceed to propound," said Harry Leach, the Pittsburg sporting drummer.

Anything that came from the aged philosopher of Wigg's Corners was worthy of any man's consideration. Tom was a dry old chap, full of wisdom, a little cranky at times, very much old fashioned, yet withal good and entertaining company. Not a man on the road but loved to meet with the old fellow, listen to his quaint philosophy and swap experiences.

"I wonder," proceeded old Tom, "why we have as good an attendance on church formalities by young people as we do. Too strict an interpretation of the scriptures has done more to drive the youngsters away from meeting than anything else."

"How is that, Dad?" queried an irreverent potato buyer.

Old Tom frowned at the speaker, turned his attention to the others and proceeded: "I am reminded of a little incident that came under my notice about a year ago. Jasper Landon is a smart, well-to-do farmer up near one of our thriving Northern towns. He prides himself on his honesty, his clean cut methods of business and stands high in church circles. He has two boys, likely young fellows, with considerable native smartness in their make-up.

"Like all healthy lads, these chaps are fond of outdoor exercise and are expert fishermen. Every healthy boy likes to go fishing; I did myself when I was a lad, and I caught some nice fish every season; none of the measly little things you call gamey fish these days. The old Muskegon was a veritable bonanza for fish—pike, pickerel, bass—everything almost but trout.

"Down below my father's dam, where the water poured over through the waste ware, in a miniature Niagara, we boys of that day—the early fifties—caught bass that weighed from five to eight pounds, not a measly little one among them. Why, if we caught anything less than a three-pounder we always tossed it back into the water. Sunfish, blue-gills, dace and even perch were never eaten—too small and insignificant.

"Our fishing outfit consisted of a good stout line, strong hook and pole cut from the woods. As for corks, we despised them and the man that used one. I remember well with what supreme disgust we viewed the man who came into the woods with a store pole and outfit, cork and all. He didn't get the fish we boys did with our plain, homespun methods. The barefoot boy in shirt sleeves, one suspender and a stone bruise could gather in more fish in an hour than the dudes from town could in a whole day.

"One of the small lads got fastened to one twenty pound pickerel once that nearly pulled him into the drink; he had to call for help. The fish was landed all right and was the largest I ever saw caught out of the Muskegon River. It measured something over three feet and weighed accordingly—"

"But what has all this to do with the story?" queried Pittsburg.

"Yes, I am coming to that. When I get to thinking of old times I sometimes forget myself. There's no use talking, the modern fisherman hasn't anything to brag of along side the boys of the woods in my youth; don't you think for a minute that they have."

The laugh went round, after which old Tom resumed:

"Jasper Landon's boys were among the best anglers we had; whole-hearted youngsters, full of life and activity. They attended Sunday school, too, whenever there was one, but they would sneak away and catch fish on Sunday. On one occasion the boys caught some fine bass and fetched them home in the edge of the evening. Bob, the elder boy, was up early Monday morning, cleaned the fish and had them ready to fry when his mother was preparing breakfast. The good lady was about to roll one of the bass in flour when Mr. Landon entered from doing his barn chores.

"He seemed surprised at seeing the fish. Turning to Bob he asked when they were caught. 'Last night,' admitted the lad, scuffling the floor with his bare heels to hide his confusion. That was enough. The man took the fish, bore them out to the pigpen and tossed them over. Coming back he spoke sternly to the boy: 'How many times have I told you and Jack not to fish on the Sabbath?' demanded he in a stern voice. Bob choked and ran from the room.

"I don't think Landon did right," said Pittsburg.

"It was his way of breaking his boys of Sabbath desecration," returned the schoolmaster. "Bob went up to the attic, threw himself down and shed tears over the loss of his fish. Jack was more hardened, and said some harsh things about his father."

"Don't blame the boy. The old man might have gone about his reprimand in a more gentle way," suggested Leach.

"I suppose he might, but gentleness was not his method of teaching," returned the schoolmaster. "He was very strict about Sabbath observance. However, he caught a tartar at last. In June came the haying and Mr. Landon had a good lot of hay to get in. The boys usually laid off from school to help, and they worked like good fellows, too. There was not a lazy hair in the head of either boy.

"Some people said that Jasper Landon was too hard on his boys, working them late and early during the rush season. However, that may be, the lads got even with him one fine day. There was to be a Sunday school rally five miles from the Landon farm and both old and young had promised themselves a delightful out-

ing on that date. The boys were glad enough to go and had secured seats the previous day in a neighbor's carryall.

"Saturday being a fine hay day the boys cut down a large field of grass, got it raked into windrows and went home tired, hungry and ready for a good night's sleep preparatory to the drive on the morrow. When morning came reddening skies betokened the near approach of rain. Farmer Landon glanced at the skies, turned to the boys with: 'Well, there's sure to be rain to-day. I am sorry, but we shall have to give up our trip and draw in the hay. It is just now in fit condition to spoil.'

"But, pa, to-day is Sunday," said Bob. 'I know,' answered the farmer—but the better the day the better the feed, you know. The hay must be got into the barn at once.' The farmer went out to harness up and make ready for the work. Bob and Jack consulted, then, while the father was in the barn they sneaked across a back field and took it down the road for the scene of the rally. Before going they left a note on the kitchen table telling Landon that hay being only horse fodder was no more suited than fresh fish for boys' stomachs, so they decided to let the hay go rather than break the Sabbath by drawing it in."

"By George! did that actually happen?" cried the Pittsburger.

"It was an incident to which I was knowing," growled old Tom. "The boys attended the rally, had a good time and returned home to find that their father had drummed up a couple of non-church-goers, with whose help he secured his hay. The humor of the case was in the fact of there being no rain after all. The boys had played a game of fit for tat, not wholly praiseworthy, perhaps, yet—"

"Just right, served the old man right," chorused the company.

The schoolmaster chuckled a little, adding, "Mr. Landon felt a bit cheap over that experience. He kept his own council, not being able to laugh over the incident until years afterward. I think it taught the old fellow a lesson, however, since he was not quite so strict with his boys thereafter." Old Timer.

Sudden Death of O. O. Ozias.

Daytonians were sadly shocked Friday morning to learn of the death at 1:45 of O. O. Ozias, Vice-President and General Manager of the Computing Scale Company. He passed away very suddenly at his residence, 225 West Monument avenue.

Mr. Ozias returned home from a business trip to New York on Thursday morning, and, feeling ill, took to his bed. He grew worse during the day, but up until a quarter of an hour before his death it was expected that he would recover. The disease which caused the death of this valuable citizen was angina pectoris, or neuralgia of the heart. It is a recurrent disease, and Mr. Ozias had suffered several attacks during the past two weeks. However, only one of these attacks, previous to the one to which he succumbed, was of sufficient severity to render him bedfast.

About twenty years ago Mr. Ozias, with others, founded the Computing Scale Co., and when the company was incorporated on March 19, 1891, he became its Secretary and General Manager. At the time of his death he filled the offices of Vice-President, Secretary and General Manager of the company.

On coming to Dayton in 1878 from his native town of Lewisburg, Preble county, he engaged in the furniture business with W. A. Arts for a number of years. He was a member of the First U. S. church and of many civic and commercial organizations.

In the three score years of his essential and successful life over two-thirds of his time was spent in Dayton. Mr. Ozias came to Dayton when a boy, or before he had reached his majority, and succeeded in all the stages of mercantile life until he became one of the proprietors of one of the leading stores. During the past decade his executive ability and progressive management have been devoted to one of the leading manufacturing interests of which he was one of the founders. He certainly did not live in vain. His activity in Dayton left a record of success as a merchant, a manufacturer and a public-spirited citizen who was a factor in his home city and the commercial world. He belonged to one of the oldest and most highly respected families in Montgomery and Preble counties, and leaves a large circle of personal friends in the Miami Valley as well as business friends throughout the entire country.

Mr. Ozias was 60 years old. He leaves a widow and one daughter, Mrs. Davis H. Morris, of this city; also one grandchild, Martha Morris. Two brothers survive—A. N. Ozias, of Minneapolis, and William Ozias, of Detroit.—Dayton (Ohio) Herald.

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CAPTAIN JACK CRAWFORD.

Life Story of the Poet-Scout of New Mexico.

Written for the Tradesman.

At first sight this man with gray hair worn long and broad brimmed Western hat will impress you as "stagy," and you are likely to set him down as the leading man of a traveling theatrical troupe, or as a dare-devil rider in some Wild West circus.

On closer scrutiny you find this man almost six feet tall, with dignified, soldiery bearing; has well chiseled features, a strong nose, deep set eyes that quickly light up with flashes of humor, and in which, when serious, there always seem to smoulder the fires of noble desires and ambition still unsatisfied—a face and a figure that would be the delight of any photographer or painter or sculptor. By this time you are not surprised to learn that this is no ordinary actor or performer, no dime novel hero, but, instead, the celebrated poet-scout entertainer, Captain Jack Crawford.

I have heard Captain Jack twice: once in the South, when as one of the chief attractions of a two weeks Chautauqua programme, he spoke in a large auditorium closely packed with eager listeners; again in a small village in Northern Michigan, when he was listened to with rapt attention for two hours by a little bunch of people in a low, narrow pocket of a hall, the total receipts at the door amounting to less than twenty dollars. In this last he was helping out a local brass band that was trying to raise money to buy uniforms. It is saying much for his fidelity as an artist that he gave of his best as faithfully to the small crowd as he had done to the big one.

An entertainment given by Captain Jack certainly is "something different." Since the days of Homer, poets have recited their own verses, but no other poet ever interspersed his stanzas with expert rifle and revolver practice, an affecting temperance sermon and a lot of good stories told in prose and breathing the life of camp and trail and mine of the wild free life of the frontier West as it was twenty, thirty or even forty years ago.

A critic, reasoning in an a priori way, would say that the thing could not be done; that the result of throwing all these incongruous elements into one entertainment would be a hopeless hodgepodge, to which no sane audience would listen for half an hour. But the critics and the college professors laugh at the right places in Captain Jack's talks the same as the plain common folks, and get out their handkerchiefs and mop their eyes when the time comes to cry. When he gets through they are genuinely sorry, and are ready to say with Roosevelt and thousands of others that "Captain Jack is all right."

One poem that never fails of appreciation is his "Sunshine," which he calls his creed:

I never like to see a man a 'raslin' with the dumps
Cause in the game of life he doesn't always catch the trumps;
But I can always cotton to a free and easy cuss
As takes his dose, and thanks the Lord it isn't any wuss.
There ain't no use o' kickin' and swearin' at your luck,
Yer can't correct the trouble more'n you can drown a duck.
Remember, when beneath the load your sufferin' head is bowed,
That God 'll sprinkle sunshine in the trail of every cloud.

His "Sunshine Boomerang" is equally popular:

When a bit of sunshine hits ye, after passing of a cloud,
When a fit of laughter gits ye, and ye'r spine is feelin' proud,
Don't forget to up and fling it at a soul that's feelin' blue,
For the minit that ye sling it, it's a boomerang to you.

Captain Jack's humor is not of the kind that brings a house down completely once or twice in an evening with some roaring joke and lets it go at that; it is rather of the sort that manifests itself in an almost constant succession of small pleasantries and good little jokes that keep you

Do I Know?" which I want to give before telling the story of Captain Jack's education:

What do I know? Poor little me,
I need a microscope to see
What I do know;
The overflow
Of nature's riches, all aglow
And sparkling with the stars and dew;
I only know beyond the blue
I can not see.
Poor little me.

What do I know? I know but this—
I know my ignorance is bliss
Most wisely planned.
I understand

That towering pines and mountains grand
Are dear and beautiful to me;
Beyond their peaks I can not see.
But God is there,
And everywhere,
And this is good enough for me.

Almost 64 years ago Jack Crawford was born in the north of Ireland of poor but very intelligent Scotch parents. He thinks he received from them what he calls "the poetic brand." His father's love for the poetry of Burns amounted almost to idolatry and it was his elocutionary skill in

to the coal region of Pennsylvania, where she lived, he found his father had enlisted and gone away to the War. The boy went to work picking slate at the mines for \$1.75 per week.

Two years later he ran away with other boys and enlisted in the 48th Pennsylvania, the mining regiment that dug the mine in front of Petersburg. He was wounded at Spottsylvania Court House, and it was while lying in the hospital that he composed his first song and dictated it to the boy on the next cot. The scene was laid in tidewater, Virginia, and it was sung to the tune and with the chorus of Old Virginia Lowlands Low:

They fought up through the Wilderness and Spottsylvania too,
Until in front of Petersburg, where they found some work to do;
They were ordered for to drive a drift to undermine the Rebs,
And the 48th worked night and day to blow them off their legs.
In the old Virginia lowlands, low, etc.

It was while he was convalescing from his wound that the Sister of Charity, who had nursed him and brought him back to life after he had been given up to die, taught him to read and write. Captain Jack always has a good word for the Sisters.

When the War was over he returned to Pennsylvania and the coal mines. Not long after, his mother died. He tells the story of how she, fearful for the future of her rather wild and reckless, but warm-hearted and devoted boy, said to him that she would feel safer regarding him if he would promise her never to touch intoxicants. His father had been a dissipated man and she dreaded a like fate for their boy. He made the vow she asked and has kept it faithfully, although spending the greater part of his life where drinking among all kinds and classes of men was all but universal.

You may say that the story is commonplace—that thousands of dying mothers have exacted the same promise from thousands of wayward boys. True, but you will shed tears when you listen to it from Captain Jack, and you will not doubt that you yourself, and all that hear it, are the better for his telling it.

The life of the mines did not satisfy him and he went West. In 1875, as correspondent of the Omaha Bee, he was the only newspaper man in the Black Hills.

He returned East and married Annie Marie Stokes. After the birth of their first child he went West again and, until recent years, took up the work of a platform entertainer. His life was passed on the Western border. He never has forgotten his days of coal mining and has kept in touch and sympathy with those who toil below ground.

Captain Jack took his family West in 1880. His home is even now at San Marcial, New Mexico. His only son is Mayor of Clovis, New Mexico. He has one daughter married and one at home.

He himself became a scout and a chief of scouts, and it is said of him that he knows every mountain range and almost every water hole from the Canadian border to the Sierra



Captain Jack Crawford

feeling happy the whole time. It is hard to describe or illustrate by a single example. Perhaps "The Reverend Sanctimonious Ike" will do this as well as anything:

His quiet ways and honest look
Won all the diggin's at the start;
His blue eyes seemed an open book
In which was read his guileless heart.
He first showed up at Placer Mound
Jes' after that big '80 strike,
An' unobstrusive loafed around,
All unconcerned an' quiet like.

One night the safe in which was kept
The dust of every man in camp,
Was busted open while we slept,
By some mean, ornery, thievin' scamp—
We took the trail amazin' quick,
An' soon struck Sanctimonious Ike
Leadin' a pack-mule down the creek,
All unconcerned an' quiet like.

The stuff was found, a jedge was chose,
And there beneath a jack-oak tree
The court convened; and when it rose
We took the back trail quietly.
As up the mountain side we clim'
We took a backward glance at Ike,
A hanging from a jack-oak limb—
All unconcerned an' quiet like.

You would hardly think this was written by the same hand as "What

rendering it that captured the heart of his mother, Susie Wallace.

When Jack was 8 years old he was placed with an uncle to be sent to school. The uncle was stern with him and he soon came into collision with the discipline of the school; so after four days' attendance, during which time he was whipped every day, the adventurous baby bolted both school and uncle, ran away, and went out to service with a farmer. Those four days constituted his entire schooling, and those four whippings are all the credit that any pedagogue can take for the training of this unique genius, who says that he does not know the multiplication table and does not know a period from a semicolon, nor where either one belongs.

His parents came to America and when he was 14 his mother sent the money for his passage over. Coming

A decorative Art Nouveau frame featuring a dragon-like creature with large, scaly wings and a long, flowing tail. The creature is positioned behind the text, with its wings spread wide. The frame is filled with intricate, swirling patterns and fine lines, creating a rich, textured background for the text.

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Madres. What he felt and saw in his life in camp and field is reflected in his quaint poetry:

Do I like the city, stranger? 'Tisn't likely that I would;
'Tisn't likely that a ranger from the border ever could
Git accustomed to the flurry an' the loud unearthly noise—
Everybody in a hurry, men an' wimmin, gals an' boys,
All a rushin' like the nation 'mid the rumble an' the jar,
Jes' as if their souls' salvation hung upon their gettin' that.
Like it? No. I love to wander
Mid the vales an' mountains green,
In the border land out yonder,
Whar the hand of God is seen.

Yes, I love the Western border; pine trees wavin' in the air,
Rocks piled up in rough disorder, birds a singin' everywhere;
Deer a playin' in their gladness, elks a feedin' in the glen;
Not a trace o' pain or sadness campin' on the trail o' men.
Brooks o' crystal clearness flowin' o'er the rocks, an' lovely flowers
In their tinted beauty growin' in the mountain dells an' bowers.
Fairer picture the Creator
Never threw on earthly screen,
Than this lovely home o' Natur'
Whar the hand o' God is seen.

Captain Jack has great natural dramatic ability and his gifts as an entertainer gradually becoming known he was in great demand at camp fires and at lonely army posts.

He freely acknowledges his debt of gratitude to the wives of the officers, who corrected and punctuated his manuscripts and put his poems in shape for the press. Under their gentle tuition his genius flourished. At his solicitation they would correct his slips in grammar during conversation, and he attributes it largely to their efforts that he has attained a correctness of speech truly wonderful, considering his absolute ignorance of the technique of language.

It would be natural to expect that a man with Captain Jack's experience would have positive views as to Indians and how to deal with them. He stoutly avers that the frontiersmen and army officers who fought the Indians were their best friends in time of peace; and that no real frontiersman or army officer, having been appointed an Indian agent, ever was known to wrong or rob an Indian. Further, he holds maudlin sentimentalists, who did not understand the Indian character and who sought to prevent their being chastised when they needed it, responsible for prolonging the years of warfare.

Long-Haired Good Heart, Captain Jack was called by the Indians. Spotted Tail once made a feast for him and served a dog which had been killed in his honor.

Under the Harrison administration Captain Jack was made a special agent by the Department of Justice for hunting outlaws who were selling liquor to the savages. He says he took more desperate chances while engaged in this work than he ever did while fighting the Indians themselves.

When on the platform he always wears a buckskin coat, the regular garb of a Western scout. He was wounded twice in actual Indian warfare, and once accidentally by a drunken comrade.

Captain Jack attained great skill with the rifle and at his entertainments gives exhibitions of rifle shooting, firing at the rate of twelve shots in three seconds. It is claimed for

him that no man living is his equal with the rifle in point of accuracy and rapidity combined. He gives a demonstration of how it was possible for Wild Bill, at Hayes City, Kansas, to kill two men in half a second with a revolver, firing once in front and then over his shoulder, without stopping to turn around.

Some years ago Captain Jack visited the Klondike, and it attests his generosity that while there, by his entertainments, he raised over \$5,000 for brother Elks and comrades in distress.

It will interest Tradesman readers to know that this picturesque celebrity has chosen Michigan for his summer home. Some four years ago he first saw the Glen at Onkema (near Manistee), and was so delighted with it that he declared, "If I could own this glen and these springs I would not trade them for anything short of a corner lot in the Hallelujah Land." Later he purchased the property, and here it is his plan to hold a Chautauqua of his own, bringing to it the greatest lights of the platform, a number of whom are among his personal friends.

As might be expected from his quick, impulsive temperament, Captain Jack's methods of work are wholly inspirational. "I can't write a word unless I must. When things come I have to get out of bed and write them. I can't sleep with a beautiful thought unwritten, for fear I would lose it."

He has great fluency of speech and talks rapidly although distinctly. He tells the story that years ago William Jennings Bryan expressed the wish that he might be able to "talk like that long-haired broncho." Now Captain Jack magnanimously concedes that "if Billy keeps on practicing" he may in time attain to the excellence of his model.

The writings of Captain Jack are voluminous and include not only a number of volumes of verse but several prose serials and hundreds of short stories.

Will the work of this most unusual and most unlettered of all literary men live? Not the whole of it. Few writers can expect such meed of honor that any great part of what they have written will survive their own times. From the mass that has rolled from the rapid pen of Captain Jack posterity will cull a book or two of genuine gems and hold them fast—bits of humor and pathos and description that embody in graphic form that strange life of the Western frontier in its setting of natural grandeur, a life that has had no counterpart with any other nation or with any other people, and which in a few short years will exist only in the literature it has called into being. Captain Jack will live as one of the few voices that have spoken faithfully and distinctively of that life.

GOD'S ANTEROOM.
(The Grand Canon.)
O Canon grand and wild and free!
You've got a lariat on me.
My soul is broncho-busted too!
My hat is off, I bow to you.
Almighty Hand, that cut this brand
That broncho souls can understand!
I gaze in awe and silence here.
I want to laugh; I find a tear
That irrigates the joy I feel.

O Mother Nature! I would kneel
And kiss thy mighty hand,
And worship in this temple grand!
Almighty Scar! Almighty Hand
That smote thee, who can understand?
Or who describe this wondrous land
Beyond compare?
Can mortal paint the flower's perfume,
Or see beyond the mystic tomb?
Or e'en describe God's anteroom,
So wondrous fair?

Ella M. Rogers.

On a Business Basis.

"I should like to chat with you a while, Mrs. Duggan," says the young lady who has taken up settlement work. "I want to talk with you about"

"Are ye one of them uplifters?" interrupts Mrs. Duggan, without taking her hands from the washtub.

"Well, in a sense, that is my hope." "Well, I've just this to say. I was one day behind with my washin's last week because of helpful visitin' committee ladies, an' from now on them that wants to improve my condition in life will either have to do th' washin' while I sit an' listen or pay me 50 cents an hour f'r hearin' them through with an interested an' aspirin' expression."

Touching the Spot.

George Ade, at a recent farewell supper to a departing London celebrity, hit off the latter's besetting weakness neatly.


"You sail away, sir," said Mr. Ade, "with the assurance that America's press thinks highly of you, her stage thinks highly of you; her people think highly of you, but, sir, nobody thinks more highly of you than you do yourself."

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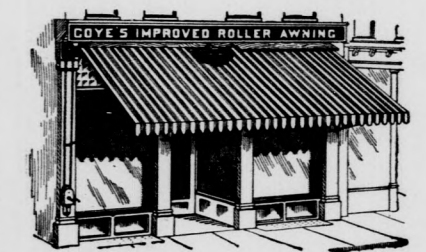


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A CHECK IS NOT MONEY.

The Wise Merchant Will Be Cautious in Cashing Them.

"It should be borne in mind always that a check is simply an order for money," says a writer in the New England Grocer. "It is no more like money or nearer money than an order on a grocer for a barrel of flour is a barrel of flour. It means a barrel of flour if the grocer honors the order, and a check means money if the maker or drawer of it has money in the bank to pay it when it is presented.

"It used to be quite a common custom for hotels to cash checks for traveling men and others, but few hotels will now cash checks for anyone, and most of them, especially the commercial houses, have conspicuously posted somewhere near the desk of the register a placard stating that the house will not cash checks for anyone. There is only one safe method of procedure in cashing a check, and that is to deposit the check and wait until it is paid before turning over the money. But, of course, this does not satisfy the person who ordinarily asks the accommodation of having a check cashed, for he wants the money then and there. But a person, whether a retail dealer or other individual, can not afford to take chances with checks. If he pays the money and the check is not honored he must stand the loss, unless the person for whom he cashed the check is reliable. It is pretty difficult to recover money paid out in this way, and usually the result of cashing a bad check is a loss to the man who cashed it.

"A good way to do if a dealer is inclined to accommodate by cashing a check is to communicate with the bank on which it is drawn, either by telephone or telegraph, and ascertain if the alleged maker of the check has funds deposited there. The assurance of a bank that there are funds is sufficient to guarantee at least the safety of the person cashing the check. There are other ways that a check may bring disaster to the person who cashes it. It may be a forged check. Many drawers of checks, especially those who use pocket check books, are very careless and unmethodical in making a check. They leave every possible loophole to assist the forger or to encourage one who would raise a check. Nine checks out of ten can be raised from a small to a very large amount, even by an unskilled person, with perfect ease. This seems absurd when it is a fact that it is the easiest thing in the world for the drawer of a check to practically guard against any possibility of a check being raised, simply by the exercise of a little care and a few seconds extra time in filling in the blank, in drawing a few simple, straight or wavy lines, and in seeing to it that there is no space left before or after the written amount or the number for the addition or the insertion of other figures which would tend to raise the face of the check.

"Checks are almost universally used and it would be practically an impos-

sibility to transact business to-day without them. Only a few years ago there were comparatively few individuals who enjoyed the luxury of a checking account at the bank. Now thousands of people not in business at all, who depend upon salaries for incomes, use checks. Many salaried people, instead of paying their bills from the cash received, deposit their salary in a lump sum in the bank and then draw checks against it. This is not only convenient but it is a good practice, because of the fact that the counterfoils of the check book show constantly the exact balance, how much money the person has left, operating as a sort of restraint, and has the effect of making a corresponding amount of money go farther than when it is paid from cash in the pocketbook. Another reason for using checks is that a check is a good receipt. Even if a receipted bill is not returned the check must be. It will surely come back through the bank if it has been sent and received. No person could dispute having been paid or having received money if he were confronted with a cancelled check with his endorsement across the back.

"Many people when paying by check write in in fine lines somewhere on the face of the check what it is for, that is, what it is to pay for, and in such cases it is not at all necessary to bother about the return of the regular receipt. It makes no difference what else there is written on the face of a check; it does not affect the integrity of the check at all, so long as it states plainly in both figures and written words the full amount which the bank is asked to pay.

"But our principal reason for bringing up the matter of checks was to emphasize the necessity for using great care about cashing them. Retail grocers, because probably the retail grocer in almost every community figures as a general utility man to whom everybody applies for counsel and aid and comfort, are more likely than anyone else in the business community to be asked to cash a check. People go to them for everything, to cash their checks, and their money orders, and even to lend them money and add the same to their account at the store.

"Our counsel is not to cash checks at all. It may be rather hard to refuse, but it is the only safe course to pursue, and retail grocers who are usually the subject of these numerous requests for accommodation should politely but firmly decline to cash checks for anyone. There should be no deviation from this rule."

He Lost Out.

"Yes, sir, he wuz afraid o' the banks bustin' on him, an' so he buried his money!"

"Has he it yet?"

"No; he forgot to blaze the tree whar it wuz, an' the man who owned the land put up a sign, 'No trespassing on these grounds!'"

The love of money may be the root of all evil, but the love of baseball produces more rooters.

Sinking Money.

While there is no perfect safety for life or property in this world, the measures adopted by the Bank of England to protect its treasure against the depredations of robbers exhibit almost the limit of human ingenuity. Its outer doors are now so finely balanced that a clerk, by pressing a knob under his desk, can close them instantly, and they can not be opened again except by a special mechanism. The bullion department of this great British banking institution is nightly submerged in several feet of water by the action of machinery. In some of the London banks the bullion departments are connected with the manager's sleeping rooms, and an entrance can not be effected without setting off an alarm near this person's head. If in the Bank of England a dishonest officer during the day or night should take even one from a pile of 1,000 sovereigns, the whole pile would instantly sink and a pool of water take its place, besides letting every person in the establishment know of the theft.

The Impossible.

"Mrs. Smith-Jones, taking a villa at Palm Beach, engaged for Butler a stately old colored deacon.

"Now, Clay," she said to the old fellow, "there are two things I must insist upon—truthfulness and obedience."

"Yes, madam," the venerable servant answered, "and when yo' bids me tell yo' guests yo's out when yo's in, which shall it be, madam?"

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New Fasteners For Shoes Would Meet Long Felt Want.

If somebody would invent an automatic fastener for boots there might be millions in it, just as there might be millions in a non-refillable bottle, a stubless cigar, or odorless gasoline. It looks a simple task to make some sort of a clamp or catch that will snap the moment the shoe is put on the foot, just as the snap buckles on the harness of the fire horses snap together the moment the harnesses fall.

Inventors have worked and worked on the task of making an automatic fastener, and they still seem to be as far away from it as they are from perpetual motion. There is nothing like buttons and laces for fastening shoes in this year of 1911, and, at the present time it is safe to say that there is almost nothing like buttons.

A few years ago inventors devoted a considerable amount of talent and dollars, too, to the work of making an automatic fastener for boots and shoes. One Lynn, Mass., firm quite naturally hit upon the simple idea of using ball and socket fastenings, the same as are used on gloves. It looked as if boots with these fastenings might prove pretty and practicable, for they could be fastened quickly and would fit smoothly over the ankle; but experience showed that they did not serve at all. They were too tight over the ankle, and they did not fit as smoothly as the designer expected.

About forty years ago, when metal eyelets were just coming into use, some ingenious shoemaker rigged a device by means of which a lace, passed through rings and eyelets, could be pulled taut with one jerk and would fasten the upper of the shoe around the ankle. The lace was made fast to a post on the top of the upper. The rigging was so complicated that only the inventor could make it work.

Another idea that did not work, although it was most ingenious, provided for a hinge clamp. Thin metal stays were fastened along the edges of the uppers of the shoe, and were hinged at the vamp. The inventor believed that if the stays were pulled together and fastened at the top that the throat of the shoe would be closed up, just as the wrists of the gloves that boys wore years ago were fastened when a hinge clamp was squeezed together. The metal stays, although flexible, would not mold themselves to the shape of the ankle, and the throat of the shoe gaped instead of closing, when the tops of the stays were pulled together.

Ordinary buckles have been used for fastening boot tops together with a slight degree of success. Even today they are useful on the tops of the extra high cut boots, for they provide for the play of the upper sufficiently to accommodate the upper to the varying dimensions of legs. At one time buckles of the same style that are used on arctic overshoes were put on women's shoes, but they were not popular.

Of course the pump is a self fastening shoe. It would be impossible to put tops on them and make them into boots, and have them fit the foot and ankle. The Congress boot adjusts itself to the ankle and clings firmly to the foot. But few women will wear Congress shoes to-day.

Some sort of an automatic fastener seems very much needed by women, for it will take twice as long to put on the new sixteen, eighteen and twenty button boots as it took to put on the old style eight and ten button boots.

If the inventors can not at once create an automatic fastener, perhaps they may build a buttoning up machine. Indeed, upon second thought, this might be the better idea after all. An automatic buttonhook that would button on father's collar, both front and back, and that would also fasten up the buttons on the back of mother's gown that she can not reach, as well as button up sister's sixteen button boots, would certainly be a machine prized in a million homes.—Boot and Shoe Recorder.

The Sole of a Shoe.

"The sole of a shoe, although not as prominent to the casual observer as the upper, is none the less important. The sole is a vital part of the shoe from the standpoint of wear, as well as that of health. If the sole leather used in a pair of shoes is cheaply tanned, or adulterated to any extent, it does not perform the function for which it was intended. The sole soon comes to grief through contact with the pavement or the gravel. It absorbs the dampness like a sponge and thereby endangers the health of the wearer.

"Retail merchants as a rule give too much attention to the uppers of shoes and too little attention to the soles," writes a Brockton correspondent. "The latter should be examined as carefully as the former and as many questions asked concerning it. Is it a hemlock, union, or oak tannage, and what is its approximate cost per pound at the factory? Is it stained to cover imperfections or is the leather itself on view? The latter query is one which answers itself, in-

as much as the veriest tyro in shoe retailing should be able to determine whether or not he is looking at a piece of sole leather which wears a mask.

"A good solid oak sole is all that can be asked for in a man's shoe such as is 'made in Brockton.' All of the better grades of shoes are supposedly bottomed in this way. Some manufacturers make special mention in their selling publicity concerning the fact that oak soles are used exclusively in their goods. This is a good talking point, inasmuch as there is nothing better to be had than a high grade oak sole."

"It is a liberal education for any one interested in the production of shoes and leather to go through the various departments of a high grade sole leather plant and note the care which is bestowed upon the material in its various stages. Nine-tenths of the hides tanned at Brockton come from South America, principally from the Argentine Republic. It is an interesting fact that the South American steer hide is more valuable for tanning into oak leather than the Texas steer. One reason is that the latter are very heavily branded, thereby spoiling a considerable part of the hide, while the Buenos Ayres hides, as they are known, have a very small brand. All the fibres of the leather are bound closely together by the oak tanning, the resultant effect being a tight, hard sole which resists wear and dampness. In short, it represents the best results which can be

obtained in the tanning of sole leather."

Shoe Findings in Summer.

As the summer season approaches the call for foot and comfort appliances increases. This trouble is caused chiefly through the feet becoming warm and perspiring. Low shoes or Oxfords partly overcome this, but despite this help the feet still become hot and trouble arises. Foot powders are especially good in cooling hot and suffering feet. They sell at a nominal price and bring in a fair profit.

Perspiration eats the life out of the shoe and also out of hosiery. The heels in particular suffer most, for there is more friction at this point. Shoe manufacturers have overcome the slipping at the heels by building Oxfords and pumps to fit snugly. Still, there is considerable rubbing as the shoes become worn. Such slipping is not only decidedly uncomfortable

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but wears out the heel lining and eventually causes it to become rough.

Recently an adhesive heel protector has been used to stop slipping and make low shoes comfortable and save hosiery. Such a device is also used for high shoes.

The attachment is simple, although some care must be used that the protector fits smoothly. The cement is dampened and then placed on the shoe. A slight pressure finishes the job.

This article shows a fair profit and sells at a reasonable price. Its use should become general as it removes the most troublesome feature in pumps or low shoes.

The coming summer will bring out a large demand for white footwear and white cleaners will also be in demand. It is profitable to be prepared early, for "whites" are seldom worn after the warm season closes.

There is an increasing call for arch supports. The hard pavements wear down the feet and a support or a relief is a desirable appliance for people doing much walking. Care should be taken in fitting supports. All people are not in need of them, and only those having foot troubles should be supplied. The profit is large and in some instances clerks have sold arch supports for the mere purpose of getting their share of the profits. This, of course, is wrong, and reacts on the department or store.

Shoe repairing is also profitable and may be worked up as an aid to the department. The repairing department and the finding sections are used as feeders to build up a good shoe business.—Dry Goods Economist.

The Desirability of Sticking To Your Last.

Written for the Tradesman.

The chap who incubated that expression, "Stick to your last," did a good day's work.

But you miss the full force of the figure if you don't happen to know how it fared with the old time shoemaker.

He was your real journeyman of the craft—bought his leather, booked orders for shoes, cut his patterns and made the whole shoe.

He had a few lasts, but they sufficed. In those days "swings," knob toes, short vamps and a few other wrinkles, common enough to-day, were undreamed of.

So the old shoemaker sewed his upper stock together, put on the insole and then proceeded to build a shoe around that last. Since he was purchasing agent, pattern man, cutter, foreman of all of the various departments, the entire force, credit man, salesman, advertising manager, head book-keeper and collector—all in one—there were temptations to neglect the plant.

But the plant must be kept going, for the total net earnings of the business depended upon the total output of the establishment. That meant that the plant must be kept running to its full capacity, namely, two and a half to three pairs of shoes per week.

In order to accomplish this amount

of work by those old halcyon methods there must not be too many interruptions to business. The old shoemaker must stay on the job. The more he discussed the weather the less work he finished during the week. When he went fishing, or stepped out to see the festive bear dancing around a pole, the whole plant had to shut down.

Therefore the point of the splendid bit of advice, "Stick to your last."

This business of sticking to one's last is more difficult in the observance than we are inclined to think.

Unless one has subjected himself to rigorous discipline he is naturally inclined to be more or less sporadic in his activities.

He works by fits and starts.

Then there are lots of people who are continually shifting from one thing to another.

Now in business for themselves, now working for somebody else.

They belong to the great army of the malcontents.

Also they have serious complaints against the job they now have.

The hours are too long or the pay is too short or the boss is too this, that or the other thing.

And their hearts are otherwise inclined.

Another type of chap is the fellow who has, as he admits, other "irons in the fire."

He carries various side lines.

He hopes to hit it rich some day on a side line.

He labors under the delusion that some by-product of his multitudinous activity is going to make a snug fortune for him.

Ask him why he thinks so; he can't tell; he only "feels somehow" that it will.

But history teaches that the folks who have made big things go are the chaps who have gotten behind some one thing, and applied their energies first, last and all the time to make that one thing go.

Observation shows us that the men of our own day who are actually cutting the wide swaths are the chaps that stick to the one congenial stunt.

Men who are perpetually hopping from this to that never light on success—or, at all events, so very rarely that their exceptional luck merely proves the truth of the general rule.

But other fields look inviting, and the other fellow's job has a way of looking better than our own.

Learn a lesson from old Bob Caldwell.

Bob runs a little one horse express wagon in my town.

Last year Bob didn't run his express wagon.

He had sold the business to a younger man.

Thought he'd try running a meat market.

One year was enough for Bob.

At the end of the year Bob had nothing to show for his year's work but a deficit.

As the young fellow who had bought Bob's business a year ago was sick of the job, and as old Bob was out of the meat business, the twain

Spring and Summer Footwear

We have a complete line of Men's, Women's and Children's shoes, Oxfords and pumps, in the latest leathers, and made in the most up-to-date patterns and lasts. See our new catalog for full descriptions and send us your sizing orders. If our catalogue has not reached you, write us. * * *

Hirth-Krause Co. Tanners and Shoe Manufacturers
Grand Rapids, Michigan

The "Bertsch" Shoe For Men



Last 28—All Leathers

Is finding more friends every day.

We are now making this line in Vici, Gun Metal, Patent and Tan Leathers, both in the high shoes and oxfords. You can retail these shoes from \$3.00 up. They would be winners at a much higher price.

Send us your orders. We can supply your needs quickly.

They Wear Like Iron

Herold-Bertsch Shoe Co.

Makers of Shoes — Grand Rapids, Mich.

got together just as water gravitates down hill.

So old Bob bought his express business back.

Also bought the same old horse he used to own.

He couldn't get the same wagon—but bought an old one of the same kind.

Now old Bob's on the old job.

"Hello, Bob!" said I yesterday. "How are you?"

"Happy as a school boy," replied Bob, grinning from ear to ear.

"I see you're back on the express wagon."

"Yep."

"You've sold out your meat shop, have you not, Bob?" I enquired.

"Yep. No more meat peddling for me."

"Then you like this better?"

"Suits me," replied Bob, with a look of infinite contentment on his honest old face.

"Well, after all," I said, "it's a fine thing to be 'suited' with one's job. Some people are not, you know; but are always thinking the other fellow's job is the real goods and theirs is punk."

"Never again will I say that. I've got the best job in the United States. I wouldn't exchange places with the President."

Although rather late in life, old Bob has learned the value of sticking to his last. Frank Fenwick.

Changed Methods in Buying.

One of the most noticeable features of the shoe trade at the present time is the enforced change in the methods of buying owing to the introduction of so many novelties and fads, particularly in the material entering into the shoe. The retailers now feel that they are not only taking a chance on novelties but the novelty feature has become so predominant in shoemaking that it is fast becoming difficult to distinguish between the staple and the fad. At the inception of the in-stock system of carrying shoes the manufacturer could feel pretty safe as regards what to carry, the probable risk being then merely what the volume of the business would be for the season.

A few years ago a shoe manufacturer required that practically all orders should be placed well in advance. When stock shoes were first put in it was the staples that were carried. This was for the convenience of retailers in case they ran low on sizes or widths, thereby enabling them to keep their stocks sized up. It was not intended that the stock departments should to any extent replace future buying, but the introduction of novelties, dating back to the bronze shoe craze, has caused a radical departure in the manner of buying everything except the positively sure sellers.

So rapid and radical are the changes in styles that dealers are allowing the manufacturer to carry the burden wherever possible. The retailer can hardly be criticised for shifting as much of the burden as possible, when it is admitted that to buy a novelty six months in advance is risky.

Then again, the shoe manufacturer who is making a specialty of carrying novelties in stock ought to demand a price sufficient to guarantee him against any loss from being overstocked, and the retailer, in turn, should get a price commensurate with the risk attached to buying novelties in sizes and widths.—Shoe Retailer.

Novel Methods of Attracting Children's Trade.

It has been demonstrated that a gift or souvenir of some kind, even although its value be trifling, is appreciated by children, and that gifts or souvenirs are retained by them for long periods, all dependent upon the article.

One of New York's largest retail shoe stores gives free a drawing book for children. This little book contains a number of pictures drawn in outline, and over each picture is bound a sheet of translucent paper, to enable the children to readily trace the pictures. In addition, the booklet contains sixteen pages of advertising matter pertaining to the business of the store which forms quite a comprehensive catalogue of the shoes carried in stock. This little book has proved a successful advertising medium, and mail requests for it are constantly received.

Method of Distributing Gifts.

The distribution of a pictorial blotter of good quality, with the advertisement of the retailer, of course, is a tried and true yet effective means of attracting trade, but the method of distribution is most to be considered. One retailer has proved the success of stationing a man at the entrances to various schools, and as the children enter the school they are presented with blotters. They are thus sure to have them for a few hours, and the chances are that they will be taken home, where, during the home lesson spell, other members of the family are attracted by the pictured advertisement.

A neat packet of needles of various sizes is gotten up for advertising purposes, and a number of shoe retailers have utilized this method to advantage.

The gift of a dainty little basket, the interior lined with silk and containing a small bottle of perfume is an effective method used, and not as expensive as one would imagine. These baskets and perfumes combined can be had for about five cents each, and at less price in quantities.

Story books, such as the "Mother Goose" and "Jack and the Beanstalk" brand of literature, which are readily obtainable at small cost, are welcome gifts. Their owners are quite apt to make a circulating library of such books, children being rather good natured in the matter of loaning each other these highly attractive (to them) books.

The 12 and 15 inch rules which certain retailers use for the purpose are really effective means of advertising. This is an article indispensable to school children and, at times, to the older folks at home. The merchant's advertisement on the ruler is thus taken to the home and is retain-

ed for a long period, all dependent upon the quality of the article.

Dolls, base balls, skipping ropes and kindred articles have proven meritorious in the past, and they will always prove attractive.

Guessing Contests.

Guessing contests, open to all who may be interested, whether customers or not, invariably prove attractive. It is suggested that the subjects of the guessing contests be based upon historical matters, either local or national, care being taken to make them intricate enough to cause the children to enlist the assistance of their parents or teachers in solving them. Prizes for the solution are of course at the discretion of the merchant.

A most important feature of such contests, however, is the naming of a judge. In all cases the judge should be a person of standing in the community, either a teacher of prominence or a man in public life.

Children also are attracted by window displays, and to cater to this natural curiosity it is advisable to have a display which has action to it.—Shoe Retailer.

Michigan Shoemen Protest.

Michigan shoe manufacturers have sent telegrams to all of the represent-

atives of this State in Congress protesting against shoes being placed on the free list. The following Detroit manufacturers have sent telegrams: Pingree Shoe Co., Menzies Shoe Co., Snedcor & Hathaway Co., Witchell Sheil & Co., Adam Braudau and the Michigan Shoe Co. The manufacturers make their protest in the following words:

"Foreign shoe manufacturers have free material, pay no royalty on machinery and get labor at about half that paid in this country. How can Michigan manufacturers and wholesalers of shoes compete under these conditions if shoes are admitted free? Tariff on shoes is only 10 per cent. On all other wearing apparel it averages 60 per cent. Why should shoes bear all the burden in the plan to reduce the cost of living. We earnestly protest against the removal of duty on shoes under existing conditions."

Besides the Detroit manufacturers telegrams along the same lines were sent by the Grand Rapids Shoe & Rubber Co., the Herold-Bertsch Shoe Co., the Hirth-Krause Co., Rindge, Kalmbach, Logie & Co., Grand Rapids; Holland Shoe Co., Holland; Fargo Shoe Co., Belding and Eady Shoe Co., Otsego.

Don't Be Deceived

Goodyear Rubber Co., Milwaukee

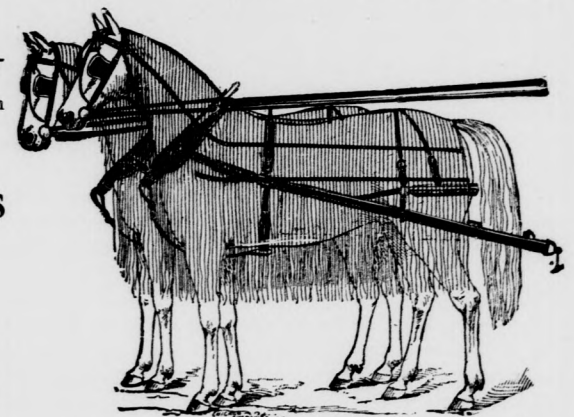
W. W. Wallis, Manager

is the only branch of GOODYEAR RUBBER CO., New York, doing business in Michigan.

Incorporated in 1853

Your trade will soon be asking about

Lap Dusters
Fly Nets
and
Hammocks



You can't meet competition by showing last year's leave-overs. Better give this your immediate attention and get our **SPECIAL CATALOG** of **SUMMER GOODS**, which features a complete line—with quality and prices of the right sort.

We Are Prepared For Quick Shipments!

Write for the Catalog to-day and get your order in.

BROWN & SEHLER CO.
Grand Rapids, Mich.

CHARLES W. GARFIELD.

Incident Which Happened Over Forty Years Ago.

Written for the Tradesman.

Old Dr. Smith, with wrinkled brow and heavy hands, was deeply engrossed in writing, in illegible characters, the usual daily editorial, denouncing carpet bag government in the Southern States. Near by sat the weary city editor, scanning the exchanges for State news of local interest, clipping and pasting such items as would serve his purpose. Across the narrow alley Chef de Cuisine Monsieur Gustav Vital, of Sweet's Hotel, was engaged in preparing the soup, the roasts and the salads for the midday meal and filling, with his fine tenor voice, the heated atmosphere with snatches from "La Mascot." In an adjoining room his friend and associate, Herr Julius Kuhn, whistled "Die Wacht am Rhein" while mixing the materials for the pies, puddings and cakes, in the compounding of which he had gained much fame. The odor of the kitchen tickled the nostrils of the compositors, sitting upon their tall stools, in a nearby room, filling their cases with type for the coming night's work, and discussing gravely questions that concerned the Nation and the State. The old doctor broke the points of a half dozen pencils as he labored over his editorials, while the young city editor, laying aside paste brush and scissors, prepared for a tour of the town, hoping to pick up the usual number of accounts of dig fights, runaways, accidents and other matter of small consequence, but considered suitable for use in the columns of the Daily Democrat. In the year 1870 Grand Rapids was not the news center that it is to-day. A church social was entitled to a double-head, and when Jones repaired his fence or Brown's cow gave birth to a calf the fact was announced with complete details in the daily newspapers. Herr Julius Kuhn was in the act of writing a requisition upon Jimmy Hayes, the hotel steward, for a pint of brandy, a teaspoonful of which he would stir into the sauce he intended to serve with the cabinet pudding, and share the remainder with Monsieur Gustav Vital. Suddenly the stamping of feet and the roaring of youthful voices in the hall of the Randall building attracted their attention. "Zip-Boom-Ah" or something worse was shouted, and then Monsieur Vital and Herr Kuhn leaned out of the window to learn the cause of so much joy. The trio sang loudly and laughed uproarously. Proprietor Lyon, of the hotel, visited the kitchen later with a mouthful of words. Several of them were not polite. Guests had complained of overcooked meats and a flavorless sauce with the cabinet pudding. Monsieur Vital understood but little English "as she is spoke" and cared little for Mr. Lyon's remarks. Herr Kuhn understood English reasonably well, but cared less for the remarks of his employer than the Frenchman did. The demoralization of the kitchen caused by the exuberant spirits of the boys was complete.

The old doctor, however, recogniz-

ed the shout of the approaching youths and, rising to his feet, rushed to the door and royally welcomed his son, George, Hertel Fitch and Charles W. Garfield, a trio that loved to chase butterflies in the fields and gather ferns and shells in the woodland and in the water courses. With their collections the trio founded the Kent Scientific Institute.

From the high school Charles W. Garfield went to the State Agricultural College, where he was a diligent student and graduated with honors in the time provided by the faculty for such an accomplishment. A diploma was not his only gain at the institution; a few weeks after quitting the college he married a daughter of one of the officials, with whom he spent a few happy years. Soon after his return to Grand Rapids he took the agency for a nursery located in Rochester and furnished those who gave him orders with trees and bushes that lived to compensate the owner and beautify their premises. So conscientious was he that when shipments of trees were received he personally inspected them and threw

several years of single misery he married Miss Smith, the cultured and accomplished daughter of Thomas Smith, the first Superintendent of the Grand Rapids Gaslight Co., with whom and his good old mother he lived very happily until a few days ago, when the latter passed away.

Mr. Garfield is a light-hearted, kindly, laughing man, with a sufficient amount of seriousness to serve his purposes. One of his laughing chums of the quite distant past, George Wickwire Smith, has gone to the "land of the best," but Mr. Garfield will continue to tell stories and laugh and express his merry spirit to the end because it is his nature to do so. Mr. Garfield is passing through the middle period of life respected, esteemed, trusted and honored by all who know him. Arthur S. White.

A Good Memory.

While seated before the counter in a corset department the other day I got an inkling of why some clerks are more popular than others, and why one saleswoman, apparently no brighter or more attractive than her

of styles every time you buy a corset after this. She remembered exact and I shall always come right to actly what was done to it, too. Did you ever?"

I never did, or at least hardly ever, but it explained why nearly every one waited around for that particular clerk if she happened to be busy when they came in. It also threw light on the reason why she was drawing a higher salary than any one in the department with the exception of the manager. By the way, a good memory is not a gift of the gods, as some people seem to suppose, but can be cultivated by any one of average brain power who chooses to take the trouble.—Twin City Commercial Bulletin.

Her Suspicion.

He (sotto voce)—There are a thousand stars to-night looking down upon you.

She—Is my hat on straight?—Harper's Bazar.



Ha, Ha, Ha, Ha,
O, how easy to stop that awful
FOOT ODOR
Simply rub **Q. T.**

on the feet when dressing and odor gone or money refunded. Perfectly harmless. No poison or grease. For sale at all drug stores 25 cents.

NATIONAL CHEMICAL CO.
GREENVILLE, WICH.



Tanglefoot

The Original Fly Paper

For 25 years the Standard
in Quality

All Others Are Imitations

The Consumer's Dream

The ultimate consumer woke from a pleasant sleep,
And said: "That was a dandy dream—I wish that it might keep;
I dreamed that suddenly I found I did not have to pay
For all necessities of life, from coal to breakfast hay.

The iceman said: "You've had short weight for lo, these twenty years,
And now I'll make it up to you—shed not those sudden fears;
My grocer said the same to me, and he who dealt in coal
Insisted that he'd fill my bin, nor touch my slender roll.

My clothier said: "The clothes you've bought were just one-quarter
wool;
For five years now I'll clothe you free—your purse you need not pull;
My shoeman swelled the chorus grand, and said: "Till sleep at ease
If you will take free shoes from me—"twill ease my conscience—
please!"

The weeds I smoked, the hats I donned, the neckties that I wore,
Were gifts to make up for the times that I'd been stung before;
But then, alas, I came to earth and found myself awake;
There's no one's conscience troubling him—"twas all a nature lake!

out all imperfect stock. In many instances he dug the holes and set the trees for customers. As the result of his care trees that he planted forty years ago are still alive and thrifty. Mr. Garfield served a term or two in the Legislature and might have gained higher political honors had he desired them. He toured Europe on a bicycle and gathered material for a series of interesting lectures. He engaged in banking, and as President of the Grand Rapids Savings Bank has aided very materially in extending the business of that institution and strengthening it in the favor of the business world. He is a leader in the movement now in full sway for beautifying the city and improving our citizenship. He recently donated a valuable tract, near his home, for a public playground and the children of the present and for generations to come will remember his generosity with gratitude. He is an active member of the local and State Horticultural societies and of the State Reforestation Board. His first wife died in early life, and after

neighbor, will sell two or three times the amount of merchandise of which the other can dispose.

A lady approached the counter and said she wished to look at corsets.

"Let me see," said the saleswoman, "you wear a 'style C. Librona,' don't you?"

"Yes, I do," said the customer, "but how in the world did you know it? I haven't bought a corset for over eight months, and this is only the second time I have been in this department."

"I sold you the other corset," said the clerk, "and I always remember my customers. Would you like it tried now? You had the other one taken in a little over the hips."

"Did you ever?" said the lady, turning to me, as the saleswoman left to make arrangements for the fitting. "What a memory she must have. I never would have remembered the exact style of my corset if I had not heard her say, and I see it every day. Well, it's worth something to be saved the trouble of looking over a lot

LABOR LAWLESSNESS.

Union Methods Condemned by Prelates and Judges.

Cardinal Gibbons: As to strikes, I think they are at best a questionable remedy for labor troubles. They paralyze industry, foment passion and lead to the destruction of property. The right of a non-union laborer to make his own contract freely and perform it without hindrance is so essential to civil liberty that it must be defended by the whole power of the government.

Archbishop Ireland: What right have labor unions to impose their opinions by force? * * * Labor unions must be on their guard against serious evils threatening them. They can not be tolerated if they interfere with the general liberty of non-union men who have a right to work in or outside of unions as they please. Public opinion and public law will and must protect this liberty. It were social chaos if we were to impose our opinions on others by force. We do not deny the theoretical right of wage-earners to strike for what they believe to be justice, but practically, strikes do most harm to the strikers themselves. Where intimidation begins, where physical violence is brought into play or where threats are used likely to put non-union workers in reasonable fear of life, limb or property—there must I stop in obedience to the imperative dictates of natural justice and of Christian morality.

Bishop Potter: The capital class is small, and it is estimated that there are four million people dependent on the wages of organized labor. We have a population of eighty million, so that there are seventy-six million outside. That seventy-six million may allow organized labor to inconvenience them for a time, but they will never permit it to rule. As soon as the inconvenience becomes too great they will rise up in arms to put an end to it in one way or another. I do not think the labor unions realize this. They do not seem to appreciate the fact that they may raise a spirit of antagonism to this cause. They make the public hate them.

Bishop McCabe: We are opposed to having a small percentage of laboring men run the entire laboring class in a high handed and authoritative manner. We are the friends of labor, but we are as much the friends of the 90 per cent. of the laborers who resent bossisms of the unions as we are of the 10 per cent. who are doing the bossing. * * * Either they must reform themselves or they will cease to exist, as they are now unfair and unjust, and the honest workingman can not long be subjected to oppression without rising in revolt.

Reverend Lyman Abbott: If any section of society endeavors to prevent any man from working and enjoying the product of his work that section of society is unjust. If any

organization undertakes to prevent any man from working when he will, where he will and at what wages he will, that organization violates the essential rights of labor.

Reverend Newell Dwight Hillis: These laboring men (unions) may hate capitalists, but labor's hatred for labor burns like a flame; it is like nitric acid, and is malignant beyond all description. The time has come for union men to throw away their guns and clubs and to use their noble ideas of union for mutual betterment. The time is fully come for every patriot to put himself on record against labor's hatred of labor, and the union man's boycott of the products of non-union men that is destroying our little shops and factories all over the country, ruining the lives and breaking the hearts of innumerable poor people who have no voice, no newspaper organ, no friend to lift a shield above them, no defender.

Justice David J. Brewer: And so it is that because of the growth of this movement (labor unionism), or its development in many directions, and the activity of those who are in it, and especially because of the further fact that carrying votes in its hand it ever appeals to the trimming politician and the time-serving demagogue, and thus enters into so much of legislation, arises the urgent need of giving to the judiciary the utmost vigor and efficiency. Now, if ever in the history of this country, must there be somewhere and somehow a controlling force which speaks for justice and for justice only.

Report of the Anthracite Coal Strike Commission: Its history (United Mine Workers of America) is stained with a record of riot and bloodshed. * * * The practices which we are condemning would be outside the pale of civilized war. In civilized warfare women and children and the defenseless are safe from attack, and a code of honor controls all parties to such warfare. Cruel and cowardly are terms not too severe by which to characterize it.

Legislating for New Coin.

A bill has been introduced in Congress to provide for the coinage of a 2½ cent piece. We are pretty well provided with small coins at present, but the introducer of the bill thinks that a 2½ cent piece would be useful in making change. Undoubtedly every people should be well supplied with small change. We once coined a ½ cent piece and it was found useful, says an exchange.

Alexander Hamilton, in his report on the establishment of a mint in 1791, suggested that the Government begin by coining six pieces—a gold dollar, a \$10 gold piece, a silver dollar and a dime, and a copper cent and a half cent. This suggestion was partially adopted and a beginning was made with the copper coins, which were coined before either gold or silver. In his report Hamilton referred to the function of very small coins and their usefulness. He said: "Pieces of very small value are a

great accommodation and the means of a beneficial economy to the poor, by enabling them to purchase in small portions and at a more reasonable rate the necessities of which they stand in need. If there are only cents the lowest price for any vendible portion of any commodity, however inconsiderable in quantity, will be a cent; if there are half-cents it will be a half-cent, and in a great number of cases exactly the same things will be sold for a half cent which, if there were none, would cost a cent. But a half cent is low enough for the minimum of price."

This was a philosophical and correct view. Other suggestions were made by Morris and others, but those of Hamilton were adopted.

A Moralist on Man.

Elbert Hubbard said at a reception at the Portland Press Club:

"Man is too commercial an animal. What is man's most valuable possession? Time. And what does man say of time?"

"Time, he says, is money.

"What a betrayal of commercialism. Time is not money. Time is something infinitely better than money. Time is thought. Time is power. Time is knowledge."

Not Cruel to the World.

"I am going to give up the world."

"Are you?"

"Yes. It has treated me cruelly."

"Then you believe in it?"

"In what?"

"Returning good for evil."

Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal



A Good Investment

PEANUT ROASTERS and CORN POPPERS.

Great Variety, \$8.50 to \$350.00

EASY TERMS. Catalog Free.

KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.



Snap Your Fingers

At the Gas and Electric Trusts and their exorbitant charges. Put in an American Lighting System and be independent. Saving in operating expense will pay for system in short time. Nothing so brilliant as these lights and nothing so cheap to run.

American Gas Machine Co. 103 Clark St. Albert Lea, Minn.

Walter Shankland & Co. Michigan State Agents

66 N. Ottawa St. 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.

WHEN IN TOWN

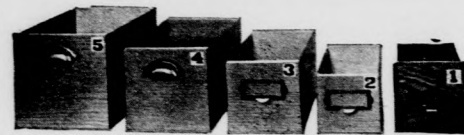
MERCHANTS WEEK

MAKE OUR STORE YOUR HEADQUARTERS

CLARK-WEAVER CO.

32-38 S. IONIA STREET

GRAND RAPIDS, MICH.



Steel Shelf Boxes

For all Kinds of Goods

Hardware, Groceries Drugs

They take up 20 per cent. less shelf room. Never shrink or swell; strong and durable. Rat and mouse proof. Cheap enough for any store.

THE GIER & DAIL MFG. CO.

LANSING, MICHIGAN

Foster, Stevens & Co.

Wholesale Hardware



10 and 12 Monroe St.

31-33-35-37 Louis St.

Grand Rapids, Mich.

Value of Honesty in the Mercantile Business.

The other evening I was talking to a friend about his advertising. He told me he did not do any; that he had been in the same location for twenty-eight years and everyone knew him and knew where he was located. When a man has reached that point I know that there is no use of talking to him—he has reached the point where he is not interested in his business and is simply a "hanger on," probably because he can not afford to close up, for a man who has been in business for twenty-eight years and has not advertised is not apt to have a fortune to retire on. I could have mentioned several arguments to him, could have cited his young competitors who had been in business only twelve years but had moved three times—into larger quarters each time. They had not stayed in the same place, where everybody knew them; they had advertised and grown into new fields where they had to introduce themselves. I could have given this "everybody knows me" chant any number of arguments, but he gave me the best argument himself that evening after supper. He was sprinkling some commercial fertilizer on his lawn and as I watched him an idea struck me. I strolled over to where he was and asked him what he was doing. Of course I knew, but I wanted him to give speech to my advertising argument. "I sowed some grass seed here the other night and now I'm putting on some fertilizer. About to-morrow I'll begin to sprinkle it and then in a couple of weeks you'll see the finest lawn in the block." "Didn't you have any grass there before?" I asked, with as green a look as I could assume. "Of course I did; but you can't expect the same grass to come up every year and be as good as it was last year unless you help it out with new life." "Jones," I said, "that may be all right, but that grass has been here ever since your house was built, twenty-eight years ago, and everybody knows it's grass, even if it shouldn't be as green or as thick as your neighbor's." As I walked home I wondered if he would see the connection.

I was sure all the time that it could not be done. When I first read in the papers that Miss Esther Dillon, of Chicago, was going to give a "silence party" I said to myself, "Impossible," and sure enough I proved to be right. The idea was that the first hour of the party was to be spent without any of the members of Howta Baka Pi Sorority (that is not the real name, but it is as near as I can come to it) saying a word. Well, the ladies all got there and the quiet hour was started, but, according to the neighbors, it lasted only six minutes, and then all the noise of those pent-up six minutes broke out at once. Some of you think you know what noise is just because you happen to work in a tin shop but you don't know the first thing about noise. There is some dispute about what broke the silence; some say it was an Easter hat and others say it was

a mouse. Anyway, after the silence was broken there were no efforts made to repair it.

In these days it seems foolish to talk about honesty in business, for even although the calamity howler and the pessimist may not acknowledge it, the real successful business man is honest and the business whose head does not maintain this policy in all his dealings is bound to fail. It may look for a while as if things were going his way, but it is just like the load that is held up by a beam in which there is an invisible flaw. We may not see this flaw when the beam is new, but the decay will soon begin to work on the solid timber and first thing we know the load it was holding up is on the ground. So it is with dishonesty in business. It may be just little things in which you are dishonest, and if anyone were to tell you of them you would say, "Oh, that's just business." It may be business, but it is not good business. Good business does not have to rely on dishonesty to keep it up, it will bear its own weight. As it is with the beam, so it is with business; if the "boss" does little tricks to the trade his clerks and assistants will soon be doing little tricks to him, and the first thing you know, dishonesty is creeping all through the business. I know all about how fond we are of pointing to the man who has made a fortune by shady means, but just keep your eye on him. When the honest man is living in peace, maybe without a fortune, but with enough for his needs, the man we have pointed to with envy will be fighting to keep from suffering the consequences of his dishonesty. For the young man just starting out in his business life, I say, be honest, first, last and all the time. Being honest in business means many things. It means giving your employer an honest day's work, being honest in your dealings with your customers and in numerous other ways. Sometimes it may look as if there is a clear "cut-off" in the path to success and you will be tempted to take that path, but just remember that a crooked path is always longer than a straight one. The by-path may show you the goal you are seeking, but you will find insurmountable obstacles in the way and you will have to turn back to the path of honesty before you can ever reach success. Be honest in all things and you need not worry about the future.—Sidney Arnold in American Artisan

Mutual Relation of Advertising and Salesmanship.

A question which has been very much discussed of late is whether advertising reduces the opportunities of the salesman or not. At first thought it may seem this way to many salesmen, but if they will make a little investigation in the matter they will find that advertising not only increases the opportunities for the salesmen, but makes room for more of them. The two greatest factors of the commercial interests of this country are salesmanship and advertising, and they depend largely one

upon the other. To use a homely comparison: Suppose we prepare our kitchen range for the morning fire. We will select dry kindling, have plenty of papers in the bottom of the fire-box and everything ready for the flame. That's the point, the flame. Without that we would never get a fire and would have to eat a cold breakfast; but we have a match ready and with it we start the fire to roaring and everything moves along smoothly. Thus it is with advertising and the salesman. We may lay the same kind of advertising plans, we may select the best mediums and our copy may be the very best we can get, but we must have the salesman to light the fire, to make the dealer see what this advertising means to him. Advertising creates an interest, the salesman must increase this interest until he gets the signature to the order. More advertising means more salesmen, and more salesmen mean more opportunities for the ones who can follow up the advertising in the strongest way. It is true that advertising has had much to do with relegating the old-fashioned "peddler" to the past. Nowadays it takes something more than a price list to sell goods. The successful salesman knows his line from the time the raw material enters the factory until it comes out the finished product. The modern salesman has to have a knowledge of his wares rather than a knowledge of the latest funny stories.

Advertising simply means the paving of the way for the salesman, the clearing from his path of all obstructions in the track on which he will make his race for business.

The matter resolves itself to this— that salesmanship is advertising and advertising is salesmanship. The two are so closely linked that the successful business must have them both, and the advertising man and the salesman must work together, must help one another. For the salesman advertising means greater opportunities in one of the most important professions in the business world today—the bringing together of the producer and the consumer—the distribution of the products of our mills and factories.—American Artisan.

One thing the average man does not like to hear is the truth about himself.

Even the manicure lady plays favorites; she does not treat all hands alike.



Amer. Sweeping Compound Co.
Detroit, Mich.

Manufacturers and Dealers in DOMESTIC SUPPLIES: Sweeping Compound, Metal Polish, Linseed Oil, Soap, Floor Oil, etc.
Quality of all goods guaranteed.
Order direct from us.

Mica Axle Grease
Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil
Is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gallon cans.

STANDARD OIL CO.
Grand Rapids, Mich.

WOLVERINE ELASTIC ROOFING PAINT
FOR ALL GRADE ROOFINGS

ATTENTION PAINT USERS.
DON'T BUY COMMON PAINT for your needs. You want wearing and preserving quality and a paint that will not deteriorate. Wolverine Paint will protect and wear longer than any other paint made. OUR BROSSET TELLS WHY. USE FOR IT.

This paint is recommended for use on felt, composition and prepared roofings of all kinds, metal and shingles; for stopping leaks, for making old, dry and brittle roofings tough and pliable; for patching and repairing leaks; built-up gravel roofs and for use on anything requiring a preservative paint.

Being so an advertisement is the only paint to be relied upon for patching leaks; roofs with muds or chert-salts. Write us for full particulars. W.T. & E. J. KNAPP & CO. BELDING, MICH.

DEALERS' PRICE LIST

F. O. B. Grand Rapids, Mich. April 17, 1911. Prices subject to change without notice.

Corporal Brand Rubber Roofing	
1 ply complete, about 25 lbs. per square	\$ 75
2 ply complete, about 45 lbs. per square	1 00
3 ply complete, about 65 lbs. per square	1 25
Weatherproof Composition Rubber Roofing	
1 ply complete, about 25 lbs. per square	\$ 65
2 ply complete, about 45 lbs. per square	1 00
3 ply complete, about 65 lbs. per square	1 25
Weatherproof Sand Coated	
1 ply complete, about 25 lbs. per square	\$ 60
2 ply complete, about 45 lbs. per square	1 00
3 ply complete, about 65 lbs. per square	1 25
Acme brand wood fibre sheathing per mill	45
Tarred Felts	
No. 1, 22 lbs. per 100 square feet, per cart	1 00
No. 2, 15 lbs. per 100 square feet, per cart	1 00
No. 3, 12 lbs. per 100 square feet, per cart	1 00
Stringed felt, 22 lbs. 250 square feet, per mill	1 00
Stringed felt, 18 lbs. 200 square feet, per mill	87
Stringed felt, 15 lbs. 150 square feet, per mill	80
Tarred sheathing	65
Rowin Sided Sheathing Weatherproof Brand	
Red No. 20, about 20 lbs. per mill 100 square feet	\$ 11
Grey No. 20, about 20 lbs. per mill 100 square feet	11

GRAND RAPIDS BUILDERS SUPPLY CO., Grand Rapids, Mich.
Distributors of the Product of the General Roofing Manufacturing Co.
The Three Largest Prepared Roofing and Building Paper Mills in the World

The Joy of Living

IT is so good to be alive! Every suicide is either mentally or morally mad. If the croakers would leave the stagnant pools of discontented selfishness and walk in the green pastures by the side of clear waters of devotion to human good, they would be healthier in body, saner in mind, sweeter in disposition and cheerier in speech. With every nerve aquiver with the joys of sight, sound and touch; with the daily miracle of nature and the ever-fresh marvel of friendship; with the thoughts of the world's greatest minds in books, on canvas, in marble and in brilliant eloquence; with the rolling music of oratorio and the matins of feathered songsters; with the voices of affection and duty to greet us in the noblest appeals to our noblest selves; it is worth while to live, and we do not need to wait till death and afterward to hear "The Lost Chord." To have good digestion, good friends, good books, good will and good sense is to be rich; and, if in addition to possessing these things, we lay up in the memories of those whom we may serve, the good deeds which daily contact with our fellows makes possible, we shall possess the Midas-touch which changes all things to gold. The roses have thorns, but the thorns protect the roses; the storms gather, but the God of the sky ties them with ribbons of rainbow, and so adorns the storm-cloud; we may wear a crown of thorns, but patience shall transform it into a crown of dominion; we must die, but not until we have lived; and God, "who has given us richly all things to enjoy," transforms the unselfish life into immortality; and so, even though life here must end, it is so good to be alive!

Getting Back To Work.

It's good to be back; fine to think that, as of old, you are going to say "Hello!" to old Tom, to pat Dandy Dick's immaculate back, and to get a rise at lunch-time out of Harry about the "Great Big Fish" down Avalon way.

How the spirit of home gets into a fellow's veins the instant he strikes the old town! How good it looks to him; how more than any other spot under the canopy does it call to everything that is best in him! You have had a summer that beats all records: never such weather, such sailing, such piny breezes, such a sea, but from the bottom of your heart you are glad to get back. It is such a joy to feel the old harness as you tighten the buckles. You like the thought of "orders coming in"—that means hard work for weeks to come. You have still in your nostrils enough ozone to furnish adequate zest for months of hard labor. You beam upon your fellow workers and the office boy. Even the janitor's face looks comely to you. As for the streets, they teem with delight. In the afternoon, as you walk homeward, you ask yourself, perkily pulling yourself up as you pass them, where upon his footstool could prettier girls be found? You are pleased to find that the urchin has saved your evening paper for you. "Keep the change, Kiddy," you say, then call yourself ungentle names for making it a quarter instead of a nickel; but you are so all-fired happy, this your first after-vacation day, that you forget

yourself, promising faithfully not to let it happen again—until next year, at least.

What a glorious day it is! Yourself? Well, you are going to hustle. You are going to let your competitors see your heels oftener than your face. You are still young, only 45, and feel like a 2-year-old loose in an oat field near running water. Yes, you are going to make a pot of money, and, incidentally, to make a more vigorous try for worthwhile citizenship. You have let business own you body and soul; now you intend to own it. You are going to interest yourself actively in all things that will enhance the prestige of your city, and when you can do so, tellingly, you are going to speak out loud in meeting for the civic good and—By Jupiter! you are home—already.

As you open the door, you see away back into the diningroom. How cozy it looks. How homy! The rose-shaded candles are lighted. Succulent odors steal forth faintly but perceptibly, and blend with merry woman laughter. Your home-coming joy is complete.—Minna Thomas Antrim in Lippincott's.

A Glad Relief.

"Thank heaven those bills are got rid of," said Bilkins, fervently, as he tore up a bundle of statements of accounts dated October 1.

"All paid, eh?" said Mrs. Bilkins. "Oh, no," said Bilkins. "The duplicates dated November 1 have come in, and I don't have to keep these any longer."

Care For Cut Worms.

The Colorado Agricultural College has issued a bulletin by Professor S. Arthur Johnson on the cut worm, one of the worst pests of the garden and farm. "Under field conditions, prevention is the best of remedies," says the bulletin. "Where the ground is plowed in August or September, and kept free from growing vegetation, the rest of the season there will be no damage from cut worms except possibly on the margins of the fields. In the Canadian wheat fields arsenic bran mash has been used with success. This is the most effective when applied before the sprouting grain appears above the surface. The formula is as follows: Paris green, 1/2 pound; bran, 50 pounds; syrup, 1 quart; water, 2 gallons.

"Mix the Paris green and bran until the color is even, then stir in the syrup and water, making a crumbly but not sloppy mass. Scatter this mixture thinly over the fields during the afternoon and early evening. In wheat, from thirty to fifty pounds per acre may be used, but in more valuable crops it will pay to use two or three times this amount. White arsenic may be substituted for the Paris green with good effect, but this poison is very hard to see in the bran and it is difficult to obtain an even mixture.

"Poisoned bait made by cutting green alfalfa or clover and dipping this in a pail of water, to which a spoonful of Paris green has been added, works well where small areas

are to be protected. This bait is distributed in small handfuls every few feet during the latter part of the day. Often it is advantageous to spray very thoroughly a patch of growing weeds or grain, then cut the bait and distribute it. Potato patches have been successfully protected by spraying the vines with Bordeaux mixture to which Paris green has been added.

"Under garden conditions other methods are often available. Surround each cabbage or other plant set with a collar two or three inches in diameter. These may be made of postboard or stiff paper and should be about two inches high and thrust into the ground to the depth of about an inch. Old tomato cans from which the tops and bottoms have been melted are excellent for this purpose and may be used year after year. Sometimes boards or cabbage leaves are laid out as traps. These are lifted each day and the hiding worms killed.

"When cut worms infest seed beds they may be controlled by spraying the young plants with Paris green and water, at the rate of one-half pound of the poison to fifty gallons of water."

Large Supply.

Caller—I am collecting for the poets' hospital. Will you contribute something?

Editor—With pleasure. Call around tonight with an ambulance and I'll have some poets ready.

A common mistake in the kitchen is thinking that a bad temper makes a good cook.



Stimpson No. 75
Weighs and Computes to 100 lbs.

Thousands of Michigan Merchants Are Using
Stimpson Computing Scales

Prices from \$40.00 up.

For Grocers, Butchers, Confectioners and General Merchants.

Complies with the requirements of the laws of all the states and of the U. S.

The only automatic computing scale of 100 lbs. capacity.

Sold for cash or upon easy monthly payments.

Allowances made for old computing scales of any make in part payment.

Mail us a postcard TO-DAY. It will not obligate you to buy, but will bring you full particulars.

Over Fifteen Years on the Market.

Stimpson Computing Scale Company
Detroit, Michigan



Ingenious Methods Pursued by Three Clever Salesmen.

I recall an instance where it was necessary for me to sell two people—the mother and the son—to get an order. It was the hardest sale I ever made.

The son—who rented his farm from his mother—had given me an order for a threshing machine. It was to cost \$3,500. In order that my house would accept the order it was necessary for me to get the signature of the mother to the contract as a guarantee of payment. After closing the deal with the son I drove over to the farm of the mother.

When she learned the object of my visit she immediately stated her objections to her son buying the machine. I saw that I would have to use strenuous measures to win her to my side. I decided to sell her as I had sold her son.

I went carefully over the situation with her, presenting all my stock arguments. She met me at every turn with a counter argument. She absolutely refused to be convinced. I talked with her for over three hours and when all my powers of persuasion seemed to fail I decided to try a different tack, and led her to believe that I had given up the idea of getting her signature.

As it was then about time for supper, and I had a ten mile drive back to town, I asked her if I could get supper there as I was tired and hungry. She readily consented. During the meal I formulated a plan for interesting her and inducing her to sign. I reflected that, in all our talk, I had done nothing more than answer her objections as to the utility of the machine, its economy in the long run, etc. I had taken it for granted that she knew all about threshing machines, and beyond a statement of the points in which mine excelled competitors, I had not talked of the machine, but only of the opportunity which her son would enjoy in possessing one.

Now it occurred to me that her interest in the machine itself needed to be stimulated. I began an animated description of it, using as many technical phrases as possible, and avoiding any allusion to the guarantee which I wished her to sign. She soon forgot her combativeness in her interest in the machine, expressed a desire to know what a friction clutch was; asked what the gear had to do with the engine, and how the separating cylinder assisted in separating the grain.

Then I pushed back the dishes and turned up the tablecloth and got my papers and illustrations out of my

grip. I explained everything. I drew a picture of the advantages of my machine that not only gained her to my side but the rest of the family as well, who were all interested spectators around the table.

Thus we sat there by the flickering lamp for hours. Finally the lamp spluttered and prepared to go out. I saw it was then or never. "Now, Mrs. Blank," I said, "It's getting late, I want you to sign on this line," at the same time pushing the contract before her, which she signed without protesting in the least.

In Darkest Arizona.

It happened ten years ago when the traveling salesman who had Western territory knew what it meant to make long jumps without the aid of the railroad, and less about what he might expect in the way of hotel accommodations. I was at the time of which I speak covering the wildest of Arizona for the Phoenix house of the Kessler-Boyle Grocery Co. I used to travel in a wagon in which I carried my samples, bedding and provisions, as well as cooking utensils and other indispensable equipment in my desert jaunts.

On the trip which furnished food for this narrative, I wished to sell 3,000 pounds of "Trophy" baking powder—at that time a new product on the market. It was a high grade proposition and the manufacturers were giving salesmen a bonus of five cents per pound for selling. I was getting along toward the latter part of my trip and I had fallen far short of that 3,000 pounds. I had a prospect—a new customer—on my list, at Ehrenberg, Ariz., 200 miles from any railroad point. Miners, prospectors and Indians made up the population of the district about Ehrenberg. I determined to make good with my out-of-the-way merchant, but how to do so was the next question and the one which I will confess bothered me a great deal. I simply could not acknowledge defeat after two weeks of weary overland traveling on the desert.

I found my man; he was a tough proposition to do business with and, of course, turned down the new baking powder on general principles. "Had been stuck before on new brands of that stuff and didn't propose to be caught again." There was no trouble to sell my man a good line of groceries, but the baking powder—that was a sticker. Now, I had full confidence in the quality of the goods and felt that somehow I must sell him baking powder.

It was the third, and to be my last

night of my stay at Ehrenberg and success had not yet crowned my efforts. It so happened that there were about half a dozen prospectors and miners idling about the camp, all good customers of the merchant. I enlisted their sympathy, but how to use it to the best advantage I could not for the life of me tell. Finally I hit it. I had exhausted my vocabulary in expatiating on the virtue of my goods; nothing but strategy remained.

We were all gathered about a camp fire after supper when the thought struck me to offer to test my goods in comparison with other brands. The miners were with me to a man, all clamoring for a test. Of course the merchant could not "back down" and the battle was on. We agreed on one of the prospectors as a judge. We were to each bake a "batch" of bread, using each different powders. Of course I had but one brand to use—the "Trophy"—and we went at it. The old prospector, as he expressed it, "I was not getting a square deal, and it was a d—d shame that a fellow should come such a distance and fail in securing an order."

Well, the test came off and, needless to say, my powder won out. I sold my prospect 875 pounds of assorted sizes of that baking powder at the exact price he had been paying for other brands. I left the camp happy, and my success so bolstered me up that I had sold 3,500 pounds of "Trophy" before I got back to Phoenix. "Trophy" baking powder had won out in that section.

C. W. McKee.

A Canvasser's Tact.

I stepped up to the door of a neat suburban cottage with a portfolio of pictures under my arm and knocked half a dozen times at the front door without getting any response. After the manner of house-to-house canvassers, I did not take silence as a sign that the house was empty, and after knocking at the side door without result I went around to the rear and repeated my assault on the panels. Finally an upstairs window was opened and a formidable looking lady thrust her head out enquiring in no very gentle accents the nature of my business.

If I had told her that I represented an art company and was soliciting orders for enlargements of portraits she would undoubtedly have closed the window with a bang and there would have been another lost prospect added to the list of the day's disappointments. Instead I asked if she were not Mrs. Smith (I had previously been informed by a neighbor that this house was occupied by a family named Smith), and when she grudgingly admitted that she was, I told her my name and asked if she would not come down and look at some especially fine specimens of our art work. In saying this I shifted the portfolio from one arm to the other, and, as if by accident, let her catch a glimpse of an especially fine sample. This had the effect of arousing her curiosity, if not dispelling her

Make Money out of Peanuts and Coffee

Prims Machinery Co., Battle Creek, Mich.

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00, \$2.50 and \$3.00. American plan.

All meals 50c.

The Dainty Dutch Delicacy



Made in Holland by Holland bakers.

Has the Holland quality of all high class Holland baked goods.

Good for breakfast, lunch, dinner.

Good with jam, jelly or cheese.

Good with milk or cream.

Good with a poached egg.

Good with strawberries and other fruit.

Good with coffee, tea or any other drink.

Good for infants or children. Good for the whole family.

Good in a hundred ways.

We employ no salesmen. We put the quality in our goods. Jobbers and retailers like to sell them because they are repeaters. Order a sample case. Five case lots delivered. Advertising matter in each case.

Holland Rusk Co.

Holland, Mich.

ill-humor. She looked at me suspiciously and said that she had no time to spare and certainly would not purchase any of my goods. But after some little parley I induced her to come down and look the samples over, saying that she would be under no obligation by doing so.

When she admitted me to the sitting room I found a 2-year-old child crying over a broken toy and I could see that the screams of the infant annoyed the busy mother. I know enough of housekeepers' ways to guess that the morning work had been interrupted by the tantrums and temper of a child and that the mother was fairly exasperated. So I proposed to entertain the child for a few minutes while she finished sweeping the stairs, with which she had been occupied at the time I knocked. I knew that this offer would win her over to good humor and that I would have an ally in the child if I could interest the little one in the pictures.

It was with a good deal of relief that Mrs. Smith saw the baby making friends with me and quieting down as I opened the portfolio. With a word of thanks she left the room, and baby and I got on very well together for ten or fifteen minutes until the mother returned, saying the work was completed. She was soon interested in looking over the samples, and admitted that the work was very fine. However, she was reluctant to place an order because she said she had previously received unfair treatment from another picture concern which was a competitor of ours. She told me the name of the house, and I said I was surprised that she should have reason for complaint because their work was generally excellent. I added that by dealing with my firm, however, she would have a great many advantages, and I became very busy pointing them out and convincing her of the reasonableness of what I had to say. She admitted that she would be very glad to have three of the family portraits enlarged but feared to give the order on account of what her husband might say. I told her that I did not wish to do anything that would disturb the domestic tranquility in the Smith household, but that the cost of the three pictures would not be a great deal and that perhaps she could sell chickens enough to make up the amount. She said she had long been interested in the idea of poultry-raising, and asked me if I had any experience in the line and could give her any suggestions. Fortunately I was able to do so, and I think that this prospect of earning some money independently cheered her up considerably and nerved her to face the probable wrath of her husband on learning that she had placed an order with another "picture man." At any rate, she gave me an order for sixteen dollars' worth of work.

A. J. Rigby.

Griggs—Weren't you surprised that the Customs Inspector didn't find those things were smuggled in? Briggs—Oh, no; my wife stowed them away. She can pack things in a trunk where she can't even find them herself.—Boston Transcript.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 15—It is a good time, no doubt, to buy coffee; but for all that the trade seems to be willing to let matters drift. Coffee of desirable quality is firmly sustained, but low grades work out with some decline. Stocks at Rio are 400,000 bags less than last season and at Santos 152,000 bags less. For all that the demand is of a narrow figure and neither side seems to care much what happens. In store and afloat of Brazil coffee there are 2,424,426 bags, against 3,077,936 bags at the same time last year. Milds are seemingly less active. Stocks are moderately large, but not excessive and, upon the whole, mild coffees are a good "buy." At the close Rio No. 7 is worth in an invoice way 11 3/4@12c.

Granulated sugar is quoted generally at 4.90c, less 2 per cent. There is not a great deal of new business going forward, but with increasing warmer weather all hands are confident of a decidedly better condition within a very short time. From all quarters come reports of fine prospects for a big fruit yield, and the sugar market is bound to "take notice."

New crop Japan teas are still two months away and other sorts are still more distant. The condition, therefore, is rather in favor of the holder and, in fact, there is a strength in the market which is constantly becoming more pronounced as coffee soars higher. True, the volume of business at the moment is not extremely large, but there is certainly something better farther on.

Not an item of interest can be found in the rice trade. The range of values remains practically without change. Good to prime domestic, 3 3/4 @4c.

In spices pepper is reported firm. This article, as well as practically the whole list, is in moderate supply and the future seems likely to favor the seller.

Grocery grades of molasses are steady and fetch full rates, although the demand is rather quiet. Good to prime, 25@32c. Syrups are quiet, with some increase in supply.

Canned goods are running pretty short in the supply of certain things and it would seem that canners have rather limited amounts of any one thing packed in 1910. The demand during the week has been, perhaps, all that could be expected at this time of the year when fresh vegetables are coming in with more and more freedom. Packers will talk of nothing less than 72 1/2c for future 3s tomatoes and such sales are not taking place with any great frequency.

Top grades of butter—creamery specials—can not be quoted at over 22c and the market is barely steady at that. The tendency is to a lower level as pasturage improves. Extras, 21c; held stock, 16@20c; imitation creamery, 17@17 1/2c; factory, 16@16 1/2c.

Cheese shows a tendency to a lower level. Old whole milk, 14c; new stock, 11c.

Eggs are weak and the whole market is rather demoralized. Not over 10c can be quoted for the best and from this the descent is rapid. There is a big unsold supply here.

When Consumers Can Always Get Fresh Eggs.

Written for the Tradesman.

It will be possible for consumers to always get fresh eggs:

When hens lay equally well at all seasons of the year.

When sick hens are never allowed with the laying flock.

When farmers and poultrymen never market an egg which was not gathered the same day as laid.

When they send all eggs to market within three days from date of laying.

When country storekeepers and other buyers never hold eggs more than one day after buying.

When egg dealers adhere strictly to the plan of testing all eggs before paying for them.

When one or more farmers in every community has been fined for selling or offering for sale bad eggs.

When farmers and poultrymen learn to produce only best quality eggs.

When every dealer understands testing eggs.

When all people are strictly truthful.

When the better keeping qualities of infertile eggs are better known.

When consumers are willing to pay more for large, good quality, guaranteed fresh eggs than for the ordinary run, large and small, and of uncertain age and quality.

When farmers seek to care for and market their eggs in a manner which will pay them the greatest profit.

When ignorance and carelessness on the part of producers, buyers, carriers, retailers and consumers are superseded by business-like methods.

When those who demand the best are willing to pay their real value.

When it is discovered how to keep eggs fresh as long as desired.

When there is nothing to be gained by holding or storing eggs.

There may be some other "whens," but there is no doubt that 50 per cent. of those who complain about the quality of eggs which their grocer supplies would find it wholly within their own power to rectify the matter if they really cared enough to thoroughly investigate the case. The other 50 per cent. may have to wait for the results which education, agitation, legislation, organization and co-operation will in time bring about.

E. E. Whitney.

Some Fallacies That Have Been Exploded.

That the sun and moon are larger near the horizon than overhead.

That sea water never freezes.

That fog hinders sound.

That ice is never colder than 32 degrees.

That a green Christmas makes a fat churchyard.

That if you toss a coin ten times and it comes "heads" every time it will be more likely to come "tails" the eleventh time.

That India ink and India rubber come from India.

That rice paper is made from rice.

That camel's hair brushes are made from camel's hair.

That it is dangerous to have flowers in one's bedroom at night.

That carrying a raw potato is a preventive of rheumatism.

That tomatoes induce cancer.

That wooden articles and metallic articles, which have been left in the same room for several hours, are not of the same temperature.

That red flannel is warmer than white flannel.

That the sun shining into the room raises the dust.

That a thick tumbler stands hot water better than a thin one.

That a thaw bursts the water pipes.

It takes a smart woman to listen when she can not talk.

If a man does not seek wisdom he will never be very wise.

RAMONA		OPENING	
		Saturday, May 20	
OPENING	"All the good of the old attractions and the best of the new."		
	The pretty up-to-date	Theatre	Will open on Sunday
	May 21—Matinee at 3 o'clock		
	Seven Acts of unprecedented excellence		
	Girls	Music	Fun



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.
 Next Meeting—Grand Rapids, Nov. 15, 16 and 17.

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—Robt. W. Cochrane, Kalamazoo.
 Treasurer—Henry Riechel, Grand Rapids.

Executive Committee—W. C. Kirchgessner, Grand Rapids; R. A. Abbott, Muskegon; D. D. Alton, Fremont; S. T. Collins, Hart; Geo. L. Davis, Hamilton.

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.

Grand Rapids Drug Club.
 President—Wm. C. Kirchgessner.
 Vice-President—O. A. Fanckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Qulgley, Chairman; Henry Riechel, Theron Forbes.

New Store of Hazeltine & Perkins Drug Co.

The new building of the Hazeltine & Perkins Drug Co., at Commerce and Oakes streets, just a block from the Union station, will be one of the interesting places to visit during Merchants' Week, and it is certain to be headquarters for the drug trade during the week. The building is of paving brick, five stories in height, 100 feet square and was designed especially for the company's use. For more than a year Lee M. Hutchins worked on the plans, and in the construction and arrangements many new ideas were developed. The most striking feature is the lighting. The north side, fronting Oakes street, is nearly all windows, letting in a flood of light. On the east and west sides the windows are near the ceiling, with prism glass, about three feet high and extending the length of the building. There is no glare, not even on the brightest day, but the light is diffused into every nook and corner of the building, with no shadows or dark places. The wall space below the side window is available for shelving. The elevator is in the center of the west wall, instead of in a corner, which reduces the average haul to a minimum. On the top floor is a thirty-gallon Allenized filter with Hydraulic connections, and this furnishes drinking water for the entire building. There is a toilet room on every floor, the building has a complete sprinkler equipment and the lighting is by electricity.

The fifth floor of the building is where the bulk goods are kept; the fourth floor has the laboratory and

manufacturing department; the third floor is for the package and small bulk goods and where the orders are made up for shipment. The show rooms are on the second floor and the offices and shipping room on the first. In the basement is kept the heavy stuff, with storage under the Commerce street sidewalk for oils, a vault under the Oakes street sidewalk for the acids and a special vault for ether, gun cotton, phosphorus and other hazardous materials.

One of the interesting features in the establishment, carefully worked out by Mr. Hutchins, is that when the store is "settled," a total stranger can be sent for any article kept in stock, and if he knows the system he will find what he is looking for without trouble or delay. The building is diagramed and indexed and the books in the office show exactly where everything is kept. The fifth floor, for instance, is marked off into squares, and each square is numbered. To each square is assigned certain goods, and the office index not only shows what each square contains but in what square any particular article may be found. The third floor, where the package goods and drugs are kept, is fitted up with movable shelving, each 12 feet in length and of double width, with wire screens dividing the sections. The shelves are numbered by sections, and then each shelf is numbered. If it is desired to find the quinine the index will show that it is on a certain shelf in a certain section of shelving on the third floor, and anybody acquainted with the combination can go straight to the spot. Certain drugs are kept in drawers instead of in bottles. The drawers are of tin, mice and moisture proof, and are numbered, and the wall cabinet in which they are kept is counted as one of the sections and has its number. The store contains several thousand items, but so perfect is the system and so perfectly does it work, that anything in stock can be found in an instant. The only thing that can put the system to the bad is the grossest carelessness in placing the goods when they come in, and a safeguard against this is the perfect lighting and perfect order in which everything is kept.

The Drug Market.

Opium—Morphine and quinine are steady.

Ergot—Has advanced.

Tonka Beans — Have again advanced.

Menthol—Is higher.

Goldenseal Root—Is higher.

Should Take More Interest in Pharmacopoeia.

Of course, it is out of the question to expect the medical profession as a whole to be interested in the Pharmacopoeia as a book. The time may come when such an ideal condition will prevail, but it can not be expected until great changes take place in the medical profession and also in the Pharmacopoeia. At the present time an effort is being made to interest physicians in the materia medica of the Pharmacopoeia. The greatest opportunity is presented in the education of medical students. It is difficult to make an appreciable impression upon the older practitioners, but physicians in the formative stage are susceptible. As far back as 1908 an informal conference of teachers in the medical schools of Philadelphia adopted the following:

"Resolved—That it is of the utmost importance for accuracy in prescriptions, and in the treatment of disease, that students of medicine be instructed fully as to those portions of the United States Pharmacopoeia which are of value to the practitioner."

At that time there was considerable evidence of an awakening in the medical profession to the opportunities for the medical profession to take a more prominent part in the work of revising the Pharmacopoeia. The attendance of physicians at the U. S. P. C. two years later was, however, disappointingly small. It was practically limited to teachers of medicine and the number of practitioners of medicine elected to the Committee of Revision was insignificant. The medical profession of the country, however, is taking an increased interest in the Pharmacopoeia and teachers in the medical colleges are giving greater attention to materia medica. As an example, the Association of American Medical Colleges, at its meeting held in February, 1911, urged the adoption not only by schools of medicine, but also by licensing boards, of a materia medica list, which will enable medical students and candidates for registration to concentrate their attention on medicines which are generally recognized as the most serviceable in the list of medicines now in use.

Unfortunately, the pharmacist can not confine his studies in this manner. He is called upon to dispense anything and everything which is used in medicine. In fact, it is even more important for him to be familiar with the medicines used by the laity and prescribed by the uneducated practitioners of medicine than it is to safeguard the prescriptions of the educated physician. The entire material world, both organic and inorganic, contributes to the materia medica of to-day, and the safe pharmacist must be sufficiently familiar with the multitude of medicines to dispense them, either over the counter or on prescriptions. When the public at large depends upon educated physicians for medical advice and the physicians themselves agree upon a limited materia medica, we will have a new condition of affairs. Not only

will the public consume less medicine, as far as quantity is concerned, but physicians will depend upon a selected list of medicines and the pharmacist have the compounding of the prescriptions. — Meyer Brothers' Druggist.

Pink Colored Quinine.

The demand for quinine in India is astonishingly great. In addition to the consumption of the alkaloid manufactured in India, the records show that for twelve months, ending March 31, 1910, there were imported into India 120,112 pounds of quinine. The government controls the factories in India and has adopted a novel means of competing with the imported alkaloid. The Director-General of Stores at the India office announces that the government will color pink all of the quinine manufactured by the government in order to distinguish it from quinine of uncertain purity. Of course, foreign manufacturers will not relish this announcement, but it is difficult to see what they can do to prevent this slur on the quality of quinine manufactured by other than government factories in India.

In the early eighties Dr. John B. Bond of Little Rock, Ark., suggested coloring morphine in order to prevent its being mistaken for quinine. His suggestion received considerable attention but was not put into practical use. His idea was to guard human lives. If his plan would have operated to increase business and make money for some individual or corporation, as is the case in coloring quinine pink, it would, no doubt, have been promptly placed in service.

Will Check Up Peddlers.

Lansing, May 15—State Treasurer Sleeper is starting out an employe of his department, J. C. Ryan, to check up the hawkers and peddlers of the State and enforce the law requiring these itinerant business men to pay the license fee required by the State. It is believed there are several hundred of them who have not complied with the law and prosecutions may be instituted in some cases.

The law provides that peddlers shall pay a State license fee annually of \$5; if operating with one horse, \$20, if with two horses, \$40. The present law exempts merchants who have been in business for one year from paying a peddler's tax for wagons they may operate in the county in which their store is located, or an adjoining county.

Before this exemption went into effect the State received an income of as high as \$15,000 a year from these fees. Last year it amounted to \$2,835.

Under Obligations.

"I always have to laugh at Jones' jokes."

"I didn't know you owed him that much."

It is an ill wind that blows nobody good, but one has to be outdoors to get in its path; it won't come in the office after you.

A man seldom works overtime in an effort to make his wife happy.

WHOLESALE DRUG PRICE CURRENT

Table of drug prices including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum. Each entry lists the drug name and its price per unit.

Continuation of drug price list including categories like Lupulin, Lycopodium, Macis, Magnesia, Mannia, Menthol, Morphia, Myristica, Nux Vomica, Os Sepia, Pepsin, Picis, Pil Hydrarg, Piper, Plumbi, Pulvis, Pyrethrum, Quina, and Rubia.

Advertisement for Hazeltine & Perkins Drug Co. featuring a large photograph of their building and text: 'Our New Home', 'Corner Oakes and Commerce', 'Greater Number of Employees', 'Larger Stock', 'Modern Facilities'. Includes contact information for Grand Rapids, Mich.

Advertisement for Lowney's Cocoa with the headline 'Who Pays for Our Advertising?' and the answer: 'Neither the dealer nor his customers'. Features an image of a Lowney's Cocoa box and text: '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.' Includes the Lowney's Cocoa logo.

Special Price Current

12	
Square Deal	25
Star	43
Standard Navy	34
Ten Penny	28
Town Talk 14 oz.	30
Yankee Girl	32
Smoking	
Sweet Core	34
Flat Car	32
Warpath	26
Bamboo, 16 oz.	25
1 X L, 5lb.	27
1 X L, 16 oz. pails	31
Honey Dew	40
Gold Block	40
Flagman	40
Chips	33
Kiln Dried	21
Duke's Mixture	40
Duke's Cameo	43
Myrtle 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
Plow Boy, 1 1/2 oz.	39
Plow Boy, 3 1/2 oz.	32
Peerless, 3/4 oz.	36
Peerless, 1 1/2 oz.	39
Air Brake	30
Cant Hook	30
Country Club	32-34
Forex-XXXX	30
Good Indian	26
Self Binder, 16oz. box	20-22
Silver Foam	24
Sweet Marie	32
Royal Smoke	42
TWINE	
Cotton, 3 ply	25
Cotton, 4 ply	25
Jute, 2 ply	14
Hemp, 6 ply	13
Flax, medium	24
Wool, 1 lb. bales	8
VINEGAR	
Highland apple cider	22
Oakland apple cider	17
State Seal sugar	13
40 grain pure white	10
Barrels free.	
WICKING	
No. 0 per gross	30
No. 1 per gross	40
No. 2 per gross	50
No. 3 per gross	75
WOODENWARE	
Baskets	
Bushels	1 00
Bushels, wide band	1 15
Market	40
Splint, large	3 50
Splint, medium	3 00
Splint, small	2 75
Willow, Clothes, large	8 25
Willow, Clothes, small	6 25
Willow, Clothes, m e m	7 25
Butter Plates	
Wire End or Ovals	
1/4 lb., 250 in crate	30
1/2 lb., 250 in crate	30
1 lb., 250 in crate	30
2 lb., 250 in crate	35
3 lb., 250 in crate	40
5 lb., 250 in crate	50
Churns	
Barrel, 5 gal., each	2 40
Barrel, 10 gal., each	2 55
Clothes Pins	
Round Head	
4 inch, 5 gross	50
4 1/2 inch, 5 gross	55
Cartons, 20 2 1/2 doz. bxs.	60
Egg Crates and Fillers	
Humpty Dumpty, 12 dz.	20
No. 1 complete	20
No. 2 complete	28
Case No. 2 fillers, 15	
sets	1 35
Case, medium, 12 sets	1 15
Faucets	
Cork lined, 8 in.	70
Cork lined, 9 in.	80
Cork lined, 10 in.	90
Mop Sticks	
Trojan spring	90
Eclipse patent spring	85
No. 1 common	80
No. 2 pat. brush holder	85
12lb. cotton mop heads	1 40
Ideal No. 7	85
Pails	
2-hoop Standard	2 00
3-hoop Standard	2 35
2-wire Cable	2 10
Cedar all red brass	1 25
3-wire Cable	2 30
Paper Eureka	2 25
Fibre	2 70
Toothpicks	
Birch, 100 packages	2 00
Ideal	85
Traps	
Mouse, wood, 2 holes	22
Mouse, wood, 4 holes	45
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	80
Rat, spring	75
Tubs	
20-in. Standard, No. 1	7 50
18-in. Standard, No. 2	6 50
16-in. Standard, No. 3	5 50
20-in. Cable, No. 1	8 00
18-in. Cable, No. 2	7 00
16-in. Cable, No. 3	6 00
No. 1 Fibre	10 25
No. 2 Fibre	9 25
No. 3, Fibre	8 25

13	
Washboards	
Bronze Globe	2 50
Dewey	1 75
Double Acme	3 75
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Luck	2 75
Universal	3 00
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30
Wood Bowls	
13 in. Butter	1 60
15 in. Butter	2 25
17 in. Butter	4 15
19 in. Butter	6 10
Assorted, 13-15-17	3 00
Assorted, 15-17-19	4 25
WRAPPING PAPER	
Common Straw	2
Fibre Manila, white	3
Fibre, Manila, colored	4
No. 1 Manila	4
Cream Manila	3
Butchers' Manila	2 3/4
Wax Butter, short cut	13
Wax Butter, full count	20
Wax Butter, rolls	19
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Cream, 3 doz.	1 00
Yeast Foam, 1 1/2 doz.	58
AXLE GREASE	
Mica, tin boxes	75 9 00
Paragon	55 6 00
BAKING POWDER	
Royal	
10c size	90
1/4 lb. cans	1 35
6oz. cans	1 90
1/2 lb. cans	2 50
3/4 lb. cans	3 75
1 lb. cans	4 80
3 lb. cans	13 00
5 lb. cans	21 50
CIGARS	
Johnson Cigar Co.'s Brand	
SAFES	
S. C. W., 1,000 lots	31
El Portana	33
Evening Press	32
Exemplar	32
Worden Grocer Co. Brand	
Ben Hur	
Perfection	35
Perfection Extras	35
Londres	35
Londres Grand	35
Standard	35
Puritans	35
Panatellas, Finas	35
Panatellas, Bock	35
Jockey Club	35
COCOANUT	
Baker's Brazil Shredded	

14	
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 19
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.	
	
Small size, doz.	40
Large size, doz.	75
SOAP	
Reaver Soap Co.'s Brand	
	
100 cakes, large size	6 50
50 cakes, large size	3 25
100 cakes, small size	3 85
50 cakes, small size	1 95
Tradesman Co.'s Brand	
	
50ft.	1 10
60ft.	1 35
70ft.	1 60
Cotton Windsor	
50ft.	1 30
60ft.	1 44
70ft.	1 80
80ft.	2 00
Black Hawk, one box	2 50
Black Hawk, five bxs	2 40
Black Hawk, ten bxs	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

Be the Progressive Dealer in Your Town—Buy This Motor Delivery Wagon



Model D—1000 Pounds Capacity—\$900 00

The Chase Wagons Are

Simple in Construction

Cheap to Maintain

Easy to Operate

Dependable and Durable

If you are alive to your best interests, write for catalog of the Chase Complete Line to

Adams & Hart

Western Mich. Agents

Grand Rapids, Michigan

What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company Grand Rapids

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this heading

BUSINESS CHANCES.

Grocery at inventory, Pontiac, Michigan. Good fixtures, cheap rent. Excellent opportunity for hustler. Address 416, care Tradesman. 416

I want to buy, for cash, stock of general merchandise, clothing or shoes. Address Box 116, Bardolph, McDonough Co., Ill. 417

For Sale—Established shoe store of the late P. G. Eib. New stock principally men's and boys' medium-priced shoes. Good sizes, widths and good business. Stock will invoice about \$2,000. Cheap rent. Central location. Must be sold quick, at a liberal discount. W. H. Appenzeller, 217 N. Hamilton St., Saginaw, Michigan. 415

For Sale—Meat market in thriving county seat town of south central Michigan, having 3,500 inhabitants. Has an excellent trade. Parties have good reasons for selling. Address No. 414, care Tradesman. 414

Wanted—Good small second-hand bakery oven. Cash, if cheap. H. W. Cain, Luther, Mich. 413

Resort hotel at Hess Lake for sale or exchange for 40-acre farm. Box 250, Newaygo, Mich. 412

Write us for plans and prices on a rousing ten-days' sale. Address Western Sales Company, Homer, La. 411

To Let—Owensboro, Ky., double or triple department store. Old-established stand. Possession Sept. 1, 1911. Only two other department stores. Population 20,000. H. W. Miller, Owensboro, Ky. 410

For Sale—At a bargain, soda fountain and fixtures complete, can be installed ready to run with very little expense. F. E. Curtis, 600 South Saginaw St., Flint, Michigan. 409

LISTEN, MR. MERCHANT

We are ready, right now, to conduct a business building, profit producing advertising campaign, that will increase your cash sales from three to six times, dispose of old goods, and leave your business in a stronger, healthier condition than before.

Comstock-Grisier Advertising & Sales Co.
907 Ohio Building Toledo, Ohio

For Sale—Grocery department of large department store. Building 20x100, Basement, gallery, steam heat, electric lights, connected with other departments by folding doors. Business \$2,500 month. Good profits, small expense. Come and investigate. Owner obliged to sell. Address No. 408, care Michigan Tradesman. 408

To Exchange—Part cash, most complete stock of shoes in best German farming locality, manufacturing thriving village. What have you? Address Lock Box 14, Brillion, Wis. 407

For Sale—Quick repair outfit used one year. Fleming stitcher and Champion finisher, 1 1/2 horsepower motor. Singer sewing machine, complete set tools and stock. Centrally located, big trade established. Reason for selling, failing health. Will sell at a bargain. Address C. O. Swanson, Ypsilanti, Michigan. 406

For Sale—A clean stock of general merchandise in a new, growing town in the Payette-Boise Government irrigation project in Southern Idaho, in the heart of the Idaho fruit belt. Reasonable terms. Invoicing about \$6,000. Reason for selling, death of owner. A. H. Christenson, Administrator, Kuna, Idaho. 405

MERCHANTS—If you wish to sell your stock for cash, write W. D. Hamilton, Galesburg, Ill. 404

For Sale—A shoe store in the best town in Central Nebraska. Clean stock of about \$2,000. Business established 26 years. Good location. Brick building. Will rent building and fixtures or will sell. This is a good place for a good shoe man. Fred W. Hayes, Broken Bow, Neb. 403

For Sale—A first-class grocery and market, doing a business of about \$3,000 a month; good, clean stock, fresh goods. Situated in a manufacturing suburb on south side; will be sold reasonably. Enquire of J. C. Haxel, Sprague, Warner & Co., Chicago, Ill. 401

Wanted—Premium users to send for our catalogue. Our chairs are some of the best for premiums ever offered. Thousands sold for this purpose. Tickets furnished free with chairs. E. B. Ellis Chair Co., 2nd and Main streets, Williamsburg, Ohio. 396

For Sale—Stock of groceries, with fixtures, inventories about \$1,500. Stock of groceries, including building, \$2,500. Stock of groceries and fixtures, inventories about \$2,000. Stock of hardware, a dandy. Inventory about \$8,000. Stock of clothing, shoes, hats, caps, gents' and ladies' furnishing goods. All new stock, inventories about \$8,000. Address Phillips & Wright, Owosso, Michigan. 399

Cash Furnished—We personally conduct big sales in your own store on clothing, dry goods and shoe stocks. Big cash result guaranteed. A. E. Greene Co., 414 Moffatt Bldg., Detroit. 398

Am going West and will sell or trade my stock of drugs. Good location. Clean stock, light expenses. Will take city or town property as part. Get particulars. Address Drug Store, care Tradesman. 397

For Sale—Splendid merchandise business of three departments, groceries, drugs, gents' furnishings and shoes. All clean and up-to-date. Business established thirty-five years. Finest location in city, county seat of one of best counties in Michigan for farming. Fifty miles from Grand Rapids. Will furnish all information to anyone interested. Reason for selling, must go to warmer climate. Address E., care Tradesman. 395

For Sale—Small laundry, with steam boiler, engine and power washer, in nice town of 1,500; only laundry in town; been running for 15 years, has water, sewer, electric lights and five good living rooms with toilet; building rents for \$12 per month. Owner wishes to sell account poor health. Address Evert Laundry, Evert, Osceola Co., Mich. 387

For Sale—Stock general merchandise, double two-story country store. Nice lot in rear. Small country town. \$4,900. Realizes between \$400 and \$500 rent per year in addition. Address S., care Tradesman. 390

For Sale—Clean stock of general merchandise in live Northern Michigan town. Good farm and lumber trade. Good reasons for selling. Address No. 389, care Tradesman. 389

For Sale—Men's and boys' clothing shoes and furnishing goods, \$18,000. This is a bargain and must be sold soon. Lock Box 534, Warren, Ill. 391

For Sale—Drug store with fixtures and first-class soda fountain, \$1,200. Fine location. No opposition. Reason selling, other business. Address A. R. L., care Tradesman. 385

How About Your Accounts? Have you any accounts which you can not collect? Will you give them to us for collection, provided we ask you for no fees in advance, and agree to return those uncollected at end of six months? We are collecting accounts like yours for others and think we can collect at least part of yours for you. Try us on your out of town accounts as an experiment. Refer you to Central Hyde Park Bank, Chicago, and all our subscribers. Write for terms and blanks. The Universal Rating Assn., 1905 E. 55th St., Chicago, Ill. 384

For Sale—Confectionery and ice cream parlors. Doing a good business. Good reason for selling. Address 112 So. Lafayette St., Greenville, Michigan. 377

For Sale—My entire business, consisting of farm implements, buggies, wagons, wind mills, undertaking, store building, barns and sheds; located in the heart of the rich fruit belt of western Allegan county, Michigan. Established 35 years. A moneymaker for some young man. Retiring from business reason for selling. Address G. T. Clapp, Glenn, Michigan. 381

General store for sale. Stock inventories \$12,000. Sales last year \$26,000. Store building 22x120 feet with good living rooms above. Country settling up fast with good prospects for increased business. Mio is county seat of Oscoda county and railroad will reach here this year. Reason for selling, too much other business to look after this. Address C. B. Oakes, Mio, Michigan. 379

For Sale or Exchange—For small farm, first-class stock of general merchandise. Will invoice \$3,000. Also buildings. Good farming country. Reason for selling, Holland community. Address No. 378, care Tradesman. 378

Wanted—Real estate men to wire D. A. Kloethe, Piper City, Ill., if you have bona fide bargain to offer in stock general merchandise for cash. 374

For Sale—Elevator in good bean country. Lake Odessa Elevator Co., Lake Odessa, Mich. 369

For Sale—Best cash business in Western Michigan. Dry goods, shoes, furnishings, notions. Successful and fine opportunity. Must be cash deal about \$5,000. Can reduce. No salesmen wanted. Address L. H. Phelps & Co., Fremont, Mich. 358

A good thing for right party. Five to ten thousand dollars will put you in charge of a thriving woodworking plant, with a splendid future, located in one of the best towns in the West. Finest timbered section of the U. S. Write C. L. Watson, Aberdeen, Wash. 366

Wanted—Ice machine with capacity of about four tons ice. Must be good second-hand machine and cheap. Cadillac Head Market, Pontiac, Michigan. 362

For Sale—Clean stock of groceries and fixtures in Grand Rapids, with or without building. Living rooms above. Other business requires quick sale. Act quick. Address No. 361, care Tradesman. 361

Safes Opened—W. L. Shorum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 360

Kodak films developed, 10c per roll, any size. Prompt attention given mail orders. Prints 1 1/2x2 1/4 to 2 1/2x4 1/4. Dr. J. M. Manning, 302 Third Ave., New York City. 354

For Sale—Restaurant and rooming business, paying from one to three hundred dollars per month above expenses, fine location, up-to-date furniture and fixtures. On account of poor health will sell cheap. Price \$1,800. Address Adin P. McBride, Durand, Mich. 340

For Sale—Up-to-date grocery business, good county seat town 1,500. Cash deal, \$2,500 to \$3,000 stock and fixtures. Address No. 281, care Tradesman. 347

For Sale—Soda fountain complete, including two tanks, counters, marble slabs, stools, bowls and work board. Good condition. A bargain for cash. Address Bellaire Drug Co., Grand Rapids, Mich. 344

For Sale—\$1,500 stock groceries and hardware in new farming country Central Michigan. Last year's store sales \$10,000. Produce business connected, 40 cars potatoes shipped this season. Sell at invoice. Wish to go into auto business. Address No. 363, care Tradesman. 363

For Sale—One 300 account McCaskey register cheap. Address A. R., care Michigan Tradesman. 348

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 321

There has been millions of money made in the mercantile business. You can do as well. We have the location, the building and the business for you. We have all we wish and want to get out. Write us for full information. Address No. 229, care Tradesman. 229

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kauffer, Milwaukee, Wis. 32

For Sale—Drug stock and fixtures worth \$2,500. Will sell for \$1,500 if sold quick. Address W. C. P., care Tradesman. 36

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago. 100-102

HELP WANTED.

Wanted—Salesmen with established trade in Michigan, Indiana and Northwestern states to carry complete line of hats and caps for a well established house on a commission basis. State territory, amount of sales and references. A fine opportunity for the right man. The Miller-Albair Co., 523 Broadway, New York. 380

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 342

Want ads. continued on next page.

Office Stationery
LETTER, NOTE AND BILL HEADS
STATEMENTS, ENVELOPES, COUNTER BILLS
TRADESMAN COMPANY
GRAND RAPIDS

WHAT IS THE GOOD



Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else.

It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you—in printing.

Tradesman Company

Grand Rapids = Michigan

TRADES UNION GRAFT.

No Accounting Made—No Questions Ever Answered.

The working man who joins the union must pay \$5 entrance fee, and the weekly dues are 25 cents. Involved in the furniture strike are about 3,000 furniture workers. It costs these men a total of \$15,000 to get in and about \$750 a week to stay. Their contributions up to the time the strike was declared, will probably total to somewhere between \$35,000 and \$40,000. Does anybody know what has been done with the money?

Public sentiment demands a careful accounting of all the money contributed to the U. B. A., the Butterworth, the Children's Home and other philanthropies. Even the churches must have their accurate book-keeping or the members find fault. But the labor union seems to be above and beyond the necessity of giving any figures. Workmen who contribute of their hard earned wages must take it for granted that the money is used as it should be. They must have faith in their "friends." They must have confidence in those who make it their business to be their representatives and spokesmen, and they must, incidentally, keep on paying.

There is a good deal of mystery as to what becomes of the money the workmen pay in. The union leaders know, of course, but they are not telling. If they did tell it is possible there would be a sudden shrinkage in the supply of funds flowing into their hands. Publicity would spoil the snap they enjoy.

When a workman joins the union one-third of the \$5 he parts with goes to the organizer as his reward for patriotic activity and zeal in the cause of industrial uplift along union lines. Organizer MacFarland's rake-off in Grand Rapids has been approximately \$5,000. He has not netted this amount because he has had to pay percentages to the local workers to bring in members, but it is probable his share has made this spring tolerably satisfactory to him in a financial way.

Out of the weekly dues the expenses of the local organization are paid. This includes what the local officers may think their services may be worth, the salary of the business manager, hall rent and various other incidentals. What is left of the weekly collections, together with the two-thirds of the entrance fee remaining after the organizer gets his per capita, is sent to the National organization, which has headquarters somewhere in Indiana. The general officers of the union take their pay out of this fund, and the organizers, in addition to their per capita on accessions, receive regular salaries. What salary Organizer MacFarlane receives is not known, but it is said to be of a size that would match up with the salaries of furniture manufacturers, who are looked upon as highly prosperous. What is left of the money sent to headquarters, after the payment of salaries and expenses, goes into the strike fund, to be drawn upon when trouble arises. What proportion of the money originally paid in by the workmen actually reaches the

strike fund nobody outside the inner circle knows. No accounting is ever made. No questions are ever answered.

Of the many unions in the country it is a significant fact that eighteen or twenty of them have headquarters in Indiana. Why this should be is not explained. Indiana is not a great industrial state. There is no reason to believe that Indiana possesses experience or knowledge along industrial lines above other states or has quicker sympathizers with the laboring men than will be found elsewhere. The real explanation, probably, is that Indiana, the state of open vote buying, corruption in elections and graft, has discovered how lucrative is the profession of being labor's friend, and has taken it up as a business. No investment is needed. The only capital required is the gift of gab, and there is every reason to believe there is good money in it.

The strike in this city is without just cause or provocation. The workmen in the Grand Rapids factories had no grievances until the grievances were discovered for them by their professional friends. Skilled labor was well paid and common labor received more in the factory than it could earn in the gravel pit or sewer trench. The strike has been entirely and absolutely a promoted movement, the enterprise of Mr. MacFarlane and his associates, and the surprising thing about it is that the business men of Grand Rapids, usually cool and hard headed, have not seen through the game and acted accordingly. They have seen this city's chief industry paralyzed and nearly half the industrial population idle, and instead of siding with the manufacturers and helping them, they have given their sympathy and encouragement to these industrial highwaymen, whose sole mission is to make trouble and who will disappear as soon as they get out of it all the money they can. The strike is a hold-up, and the attitude of the business men and their lack of discernment is not creditable to them nor to the city.

There is reason to believe the strike will not be of long duration. As a speculative proposition it is not promising, and the Indiana headquarters will not long continue to sustain a cause which they must know is hopeless. They are in the friendship for labor business to make money, not to spend it. But should the strike end to-day, it will have lasted long enough to have engendered bitterness, hatred, enmities and discontent that will take years to overcome. This is more to be lamented than the mere loss of dollars or even the demoralization to trade.

Filling Her Program.

"Ah say, Miss Mandy, am yo' program full?"

"Lordee, no, Mr. Lumley. It takes mo' an a san'wich an' two olives to fill mah program."

Expert Mechanician.

Bailey—Think your wife will learn to run this automobile?

Dady—Certainly! Didn't she learn to run a coffee percolator?

Misnamed Compounds.

The popular or semipopular names of many chemical substances are misleading—often dangerously so. They have come down to us from the vocabulary of an early and inexact chemistry and are yielding, as popular knowledge of science extends, to the more scientific nomenclature. Some of these inexact names are as follows:

"The word 'oil,' in its more comprehensive and everyday use, is made to include hydrocarbons, like petroleum, and also many substances that have an oily appearance, such as 'oil of vitriol,' which is not oil at all, but sulfuric acid. Strictly speaking, the mineral oils, including all petroleum products, are not oil, although we speak of 'coal oil' and 'kerosene oil,' and the companies that supply us with those products are called 'oil companies.'

"The highest authorities do not include in their lists of oils the mineral hydrocarbons, like naphtha, paraffin, and petroleum, but treat only the two well-defined groups—fixed oils and fats, and the essential or volatile oils.

"'Copperas' is a conspicuous example of chemical misnomer. It is not copper, but sulfate of iron. 'Salt of lemon' has nothing whatever to do with the fruit of the lemon tree, but is potassium binoxalate, or potash treated with oxalic acid.

"'Carbolic acid' is no acid, but a phenol. In structure it is allied to the alcohols, and has only slight acid properties. 'Soda-water' shows no trace of soda; 'sulfuric ether' contains no sulfur; and 'sugar of lead' is entirely innocent of sugar. 'Cream of tartar' has no cream, nor 'milk of lime' any milk. 'German silver' is not silver at all, and 'black lead' is graphite, not lead. 'Mosaic gold' is a sulfid of tin."

Doctor Blames Veil.

The last article of feminine raiment to suffer attack from the scientist is the veil. Becoming and useful though it is, it is now the target for vituperation from an unappreciative pathologist. "A veil that covers the nose and mouth," he says, "is kept constantly moist and warm by the breath, which, when leaving the lungs, is laden with waste products of the body. Those waste products are exactly the right food for the germs of consumption, catarrh, influenza, diphtheria, bronchitis and pneumonia. The conditions are right for their growth, for not only does food for them collect upon the strands of the veil, but it is kept moist by the water contained in the breath, and the breath keeps it warm. Every puff of dust from the streets adds to the number of bacilli. When the veil is

taken off it dries, and the next time it is put on the bacteria are taken into the system by inhalation. If women must wear veils they should be of washable material and should be washed every morning and night with carbolic soap."

The "Wanderlust."

One of the surest signs of spring is the breaking out of the "wanderlust." As sure as the old-time tonic of sulphur and molasses which mother always made up in the springtime, to be swallowed by the barefooted small boy with a grimace of disgust, so surely comes that irresponsible desire to hike for the grassy dells of the country or the purring trout brooks, when the soft, warm breezes float across the face of Mother Earth quickening the flowers and the buds. The desire to cast aside all cares and to journey free and untrammelled will not down. It is then that the railroads begin to do a rushing business, and with each passing day the crowds that haunt the depots grow larger. What happy faces may be seen there, the smile of content at a long-felt want that is soon to be satisfied. Spring, the youthtime of the year, brings with it youth, health and happiness. All hail, welcome, spring!

Chicago's Ravenous Appetite.

A million rolls are consumed in Chicago every week, according to the cashier of a prominent downtown restaurant.

"There are men who have been coming here six days a week for the last five and six years," she said, "who would no more vary their breakfast from coffee and rolls than they would stop eating at all. The girls know them the minute they come in, and have their rolls on the counter before the men have their overcoats off.

"From the figures gathered here and in our other restaurants, 1,000,000 rolls a week is only a conservative estimate. The plain roll is leader, with almond rolls a close second."

BUSINESS CHANCES.

For Sale—Busheling-shop, only one in the town, a magnificent business. Will sell dirt cheap. Failing health. Address Box 31, Carson City, Mich. 421

For Sale—Stock of drugs and medicines at a big discount. Will invoice \$1,600. A fine opportunity for man with small capital. Reason for selling, poor health. Must be sold. Address Lock Box 73, Williamston, Michigan. 420

Distributors of samples, circulars, letters and all advertising matter. Reliable service. 118 Winter St., Grand Rapids, Mich. 419

Wanted—A drug store in Northern Michigan town of not less than 1,000. Must be doing good business. State terms and amount of business. Address No. 418, care Tradesman. 418

For Sale—A first-class grocery and meat market, doing good business. \$17,500 last year, invoices \$3,000. Town of 1,500 inhabitants. A bargain for someone. Will sell at invoice price. Reason for selling, going west. Address No. 351, care Michigan Tradesman. 351

JUST OUT!

Girls' Heavy Blue Chambray School Dress
Sizes 4—8, \$6.50 Per Dozen.

Will Prepay Express on first order.
Cash or the Goods Back in 30 days.

The Richardson Garment Co. VICKSBURG,
MICHIGAN

Mr. Merchant—Here's a Present of One Month Every Year



This present also carries a bonus: No more strained memory — no more forgotten accounts—no C. O. D. errors—no incorrect credits—no book-keeping—but a complete record every day when you're ready to turn the key in the lock and say your work is done.

The merchants who are using our system find the terror gone from the month's end. They don't have to lie awake at night recapitulating the day's transactions.

One writing does the work

The balance **always shows** on each account.
 You have no disputes with your patrons.
 You adjust their credit ratings accurately.
 Your clerks have less worry and are more contented.
 You have larger nets.
 And—you have more time and less fatigue to your own credit.
 Only one hour a day means three days a month—more than an entire month every year! Is it worth saving?

Drop a postal today. Ask us to send you the facts
 Investigation costs you nothing.
 You be the judge and the jury. In a word, let us submit our evidence.

The American Case & Register Co.
 Salem, Ohio

J. A. Plank, General Agent, 147 Jefferson Ave., Detroit, Mich.

Roofing Troubles Ended

Reynolds Flexible Asphalt Slate Shingles end roofing troubles. They are practically indestructible. Frost, air, wind, water and sun have no appreciable effect on them. We know this fact thoroughly by long years of testing, and are willing to back

Reynolds Flexible Asphalt Slate Shingles

with a ten year guarantee. Actually this perfect roofing material lasts much longer than ten years and with neither painting nor repairs.

Reynolds Flexible Asphalt Slate Shingles resemble slate in appearance and add much to the looks of a building. They lay as easily as wooden shingles—do not color run, water and are fire resisting. With the use of Reynolds Flexible Asphalt Slate Shingles the most durable part of the building will be the roof.

Send for trade prices and agency proposition.

H. M. Reynolds Roofing Co.

Established 1868

Grand Rapids, Mich.



**WORDS OF
 The Wise Merchants**

Getting in the "Cheap Class"

B. H. ALBEE

In the "Grocer's Review"

"Shun price-cutting as you would the plague. Let your customers understand that everybody is always treated just the same in your place; that you are selling a good grade of goods for a fair price, which yields you a reasonable profit. No man or woman wants you to do business for nothing. They don't themselves. But if you are foolish enough to offer them something lower than they can obtain the same thing elsewhere, then you have established the fact that you are more or less cheap."

Mr. Grocer, the *only* flaked food sold in America which does *not* go to the price-cutter at a *lower* price than to the average buyer, is

**"Won its FAVOR
 through its FLAVOR"**

Kellogg's





Mr. Merchant
Are Your
Accounts Insured
Against Errors

That are liable to cost you a good customer if the mistake is in your favor, or some good coin if it is in their favor? Don't let your customers get the impression that you are slack in your business.

Who spends the time getting out monthly statements and footing bills? This time that should be devoted in getting more business and looking after what you have got. The up-to-date merchant depends upon machinery whenever it will dispense with his labor or that of his clerks.

The Barrett Adding Machine will save you hours and hours of labor and keep your accounts as true as a die. It is not a high priced luxury but a moderate priced necessity that every merchant cannot afford to do without.

Merchants Week

Is a good time to investigate. Come to our plant and we will not only show you an interesting machine, but will be glad to take you through our factory and show you how a big manufacturing industry works and grows.

Barrett Adding Machine Co.

142 Court Street

:-:

Grand Rapids, Mich.

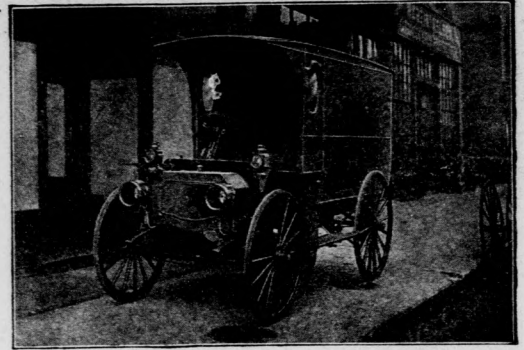
"QUAKER"
BRAND
COFFEE

is so firmly established and so popular that the mere reminder of its name and of its proprietors should suggest to dealers that they watch their stock closely and always have a full supply on hand.

WORDEN GROCER COMPANY

GRAND RAPIDS, MICH.

Prompt
Deliveries
at Less
Cost



The motor delivery car has come to stay. Grocers, hardware and other merchants, in every line of trade, are proving every day its superiority over the horse-drawn vehicle. An International Commercial Car goes farther, works 24 hours a day if necessary and every day, takes up less barn space, "eats" only when in actual use, travels any road or hill, and still saves big money over the horse-drawn vehicle.

International Commercial Cars

have wheels of sufficient height and solid-rubber tires. There are no punctures or blowouts. The engine is simple—easy to operate. Any man of ordinary intelligence can operate and care for an International Commercial Car.

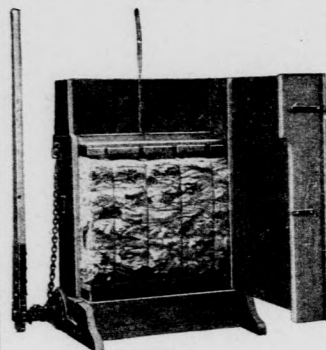
Let us submit proof of the saving International Commercial Cars are making for others. Tell us how many horses and wagons you now use and their average daily mileage. We will submit an estimate of what the International Commercial Car will save you and base our figures on the actual conditions you have to meet. It won't cost you anything to write us and we will be glad to give you the information.

International Harvester Company of America

(INCORPORATED)

85 Harvester Building

Chicago, U. S. A.



Gentlemen:
Here is a Great
MONEY
MAKER
100% Profit

It's merely a question of whether you prefer to burn actual money or put it in your cash register.

For it is more work and trouble to burn the loose, waste paper than it is to dump it into a **Handy Baling Press**.

Reduce Your Fire Risk

You can say: "Send me a Handy Press on 30 days' free trial" and it will come to you promptly.

If it does not do everything we claim, and if you do not say it is the most convenient, most profitable and most sensible thing you ever bought—

Send It Back

The **Handy Press** is made in five sizes, \$40, \$50, \$65, \$75 and \$85, and makes a bale weighing from 100 to 750 pounds.

There is a ready cash market for all your bales. *Send for particulars.*

THE HANDY PRESS CO.

251-263 So. IONIA ST., GRAND RAPIDS, MICH.