

A Remarkable Book

There is no book printed which can do more for your business than our June catalogue.

If you need leaders—trade compellers—the yellow pages are crowded with them. Goods bought in five house quantities. Our leaders to be used as yours.

If you want suggestions they are there in plenty. Good, practical suggestions for bettering your business.

Will you hold a Summer Sale? Our eight page Summer Sale will suggest the merchandise—supply your every need.

Have you bought your fireworks? You'll find one whole section devoted to these alone.

Are you looking for profitmaking specialties, just out seasonable novelties, latest thing in men's, women's and children's wear? You'll find them in this book.

We repeat. There is no book printed which can do more for you in June. It is a book to study. To buy from. There is inspiration in every word of its fifty-five departments.

If your copy isn't at hand ask for No. F. F. 888.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

Sample Houses: Baltimore, Cincinnati, Kansas City, Milwaukee, Omaha, San Francisco, Seattle

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.

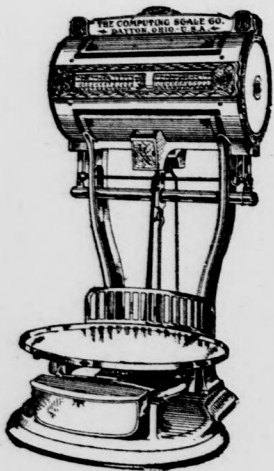
Klingman's Sample Furniture Co.

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



Tell Your Clerks

Not to refuse any woman when she asks for "WHITE HOUSE COFFEE." She thinks she wants it and, on general principles, she WILL HAVE what she has made up her mind to get—sooner or later. It is much better for YOU to supply her demand—first off—than to have her visit a competitor who is more obliging—for the obliging grocer is the man who is the most dangerous competitor; and you certainly hope to retain the customer you have acquired, oftentimes with much difficulty.

Distributed at Wholesale by
SYMONS BROS., Saginaw, Mich.

Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobbers
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MAY 24, 1911

Number 1444

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Some Interesting Side Lights on the Strike.

The strike is not without its interesting side lights, showing manufacturing and industrial conditions in Grand Rapids. It has frequently been contended by the strike leaders that the manufacturers are rolling in wealth and luxury, and yet,

Mayor Ellis, who has been an active strike instigator and sympathizer, is one of the leading stockholders in the Greenman Furniture Company, which for more than a year has been in the hands of a receiver.

Sybrant Wesselius, attorney for the strikers in the injunction proceedings, was the chief stockholder in the Grand Rapids Parlor Frame Company, which went into the hands of a receiver about a year ago and was finally closed out for the benefit of creditors.

The Marvel Manufacturing Company, which "signed up" with the union last week on a basis of nine hours work and ten hours pay and union dictation, has since been placed in the hands of a receiver, with creditors to the amount of \$110,000. These debts were accumulated in about two years.

Here are three instances in which furniture making and money making have not been synonymous, and, strange as it may seem, two men closely identified with the strike interests were losers in the game.

It has also been contended many times and vociferously by the strike leaders that the workers in the factories were not fairly dealt with in the matter of pay; that while the manufacturers had their fine homes and automobiles, the factory hands received only enough to keep body and soul together. And yet,

Soon after the strike was declared two Poles, not liking the prospect here, left for Detroit, and there they fell into evil hands, and one reported that he had been robbed of \$300 and the other of \$800, money they had

withdrawn from the banks here before leaving town.

One of the strikers, arrested for creating a disturbance, upon being searched at the police station, was found to have in his pocket a savings bank book with deposits credited to him of \$1,900, and instead of asking some friend to go bail for him he put up a \$100 cash bond.

Another striker, complaining of the increased cost of living, enumerated taxes as among the things that had gone up and said his tax this season would be about \$35—which indicates the ownership of property worth probably about \$5,000.

These incidents may have no great significance, but nevertheless they are interesting as side lights, as conditions, not as they are said to be but as they actually exist.

Arguments For and Against Parcels Post.

Parcels post was the topic for discussion by the Grand Rapids Credit Men's Association at its meeting at the Pantlind last night. The discussion was led by Frederick F. Ingram, of Detroit, chairman of the Committee on Freight and Transportation of the Manufacturing Perfumers' Association. He argued that parcels post as proposed by the Sulzer bill, now before Congress, instead of wiping out the country merchant, would be their salvation. The country merchant can not carry a large stock, his customers have the same needs and desires as city people, and when they can not get what they want they send to the catalogue houses. With parcels post the local merchant will get the business and the goods he may not have in stock can be quickly sent from the city. The catalogue houses, he declared, were built up on the lack of adequate postal service. This is the only commercial country in the world that has such institutions. In the European countries which have parcels post they do not exist. He reviewed the postal history of the country and declared that under the law of 1843 it was intended that small packages should be carried by mail, but that the railroads in some manner took over the small parcels business and then turned it over to the express companies. The express companies have profited enormously by this business, while the Government has an annual deficit to meet. He said the express companies were mere forwarders, not transportation mediums; that they robbed both the railroads and the people and that the people paid the whole bill. The express companies are not only extortionate but they practice discriminations, while if the postal service carried the small

packages everybody would have a square deal. He predicted that parcels post legislation would surely come in time and hoped Grand Rapids would be in line for it. He declared the catalogue houses were opposed to parcels post, as their money was in bulk shipments, not in small packages.

Frank Welton lead the opposition. He said parcels post would still further centralize trade; that it would accelerate the growth of cities while the country merchants would be forced out of business, and with them out the country towns would disappear. The catalogue houses may offer some goods cheaper than the country store can furnish them, but the divine law of compensation still prevails, and what may be gained one way will be lost in another. He believed the Government should not be in the transportation business or in merchandising, but should conform its functions to regulation. If the express companies do not play fair, the remedy is not for the Government to take over the service they render, but to regulate them.

Paul F. Steketee spoke briefly in behalf of the parcels post. He recalled the opposition of the merchants of Holland and Zealand to the building of the interurban because they feared they would lose trade, but the interurban brought them prosperity instead of disaster and he believed it would be the same with parcels post. The country merchants would carry better stocks, be more up to date, make quicker turn-overs and the net results would be more satisfactory with parcels post than without.

G. A. Krause opposed the parcels post because of its centralizing influences and Lee M. Hutchins expressed similar views. In rebuttal Mr. Ingram said density of population and distances in this country as compared with the countries of Europe were not arguments against parcels post in the United States. Germany sends eleven pound packages to Patagonia, where the population averages only one to the square mile, for less than it costs us to send a package from Grand Rapids to Rockford. English merchants can send a package to San Francisco for 50 cents, while from Grand Rapids to the coast would cost \$2.50. He did not believe foreigners should be given this advantage.

The Association elected as delegates to the National convention at Minneapolis, June 13-16, President John Schler, Lee M. Hutchins, G. A. Krause, Christian Gallmeyer, E. K. Prichett, Wm. J. Kennedy, C. A. Benjamins, C. H. Alexander, C. C. Cargill, R. J. Cleland, G. J. Wissink, C. E. Peterlein, H. M. Joyce, Geo. F. Stevens, H. A. Brink, H. M. Liesveld

and Frank T. Mathewson. Alternates, J. E. Coulter, Chas. Ashoon, John L. Benjamin, H. N. Morrill, John K. Burch, F. C. Smith, C. F. Rood, E. Labensky, H. P. Jenkins, V. M. Tathill, J. J. Wagner, Henry J. Heystek, John F. Cramer and J. H. Brockmaier. Those elected as delegates have signified their ability to go and the alternates will go if they can. It is desired to take a full delegation of twenty-one members. Lee M. Hutchins is in line for election as first vice-president of the National Association, and the Grand Rapids delegation will do everything possible in his behalf.

Meeting of Garment Makers' Association.

The Garment Makers' Association will close its fifth semi-annual convention this afternoon with the election of officers. The convention opened Tuesday morning with an automobile tour of the city. In the afternoon business was taken up, with reports of officers and committees, and a paper, followed by discussion, on "Grading of Patterns and Making Perforated Patterns," by F. G. Dodshun, of Windsor, Ont. In the evening a banquet was served at the Pantlind, with F. R. Hamberger, of Detroit, as toastmaster, and addressed by Lee M. Hutchins, O. H. L. Wernicke and Rev. A. W. Wishart. The convention to-day will be occupied with reports, papers on trade topics and election of officers.

The Association is made up of manufacturers of work garments. A year ago it had twenty-one members and now it has fifty-five, located in Mississippi, New York, Tennessee, Illinois, Indiana, Wisconsin and Michigan. With its growth its scope has been widened somewhat and its membership now includes a few shirt manufacturers and one manufacturer of petticoats. The Association does not seek to regulate prices or production, nor does it deal with the labor problem. Its meetings are for the exchange of ideas and experiences along operating and business lines. It also has a co-operative purpose. A year ago it entered into contracts by which members were enabled to get buttons at more satisfactory rates. At this session the matter of establishing an association thread finishing factory will probably be considered. The members use between \$300,000 and \$400,000 worth of thread annually and now are subject to the exactations of the thread trust. At some future time co-operation in the purchase of cloth and dottle materials may be taken up.

It is proper to strike while the iron is hot, but be sure to hit the iron and not your own fingers.

MERCHANTS WEEK.

How It Is Regarded by Grand Rapids Jobbers.

The Tradesman recently addressed a letter to each of the committeemen handling the Merchants Week celebration, requesting their opinion of the advantages afforded by the event. The responses thus far received are as follows:

Fox Typewriter Co.

It was Emerson who said:

"If a man can write a better book, preach a better sermon or make a better mouse trap than his neighbor, although he build his house in the woods, the world will make a beaten path to his door."

The merchant of to-day must be shown and certainly all roads lead to Grand Rapids on Merchants Week, when our manufacturers and jobbers hold open house for the buyers of Western Michigan and vicinity. Not only are our business men anxious to extend hospitality and to entertain, but the more serious phase appeals: They delight in demonstrating the qualities of Grand Rapids' made and sold goods; they take a special pride in the broadness of the lines carried—something for every occasion and every possible demand—and to show the buyer is a real pleasure and privilege.

The benefits derived from Merchants Week from a local standpoint are so many and varied as to be quite beyond computing, but a few stand out with signal importance. Who can gainsay that meeting the man you are doing business with daily is more than worth while? How it helps to have the personality of the other fellow before you. It eliminates distance; then, too the opportunity to show your place of business, to demonstrate the features of your goods, to talk over matters pertinent to sales and credits, to ascertain if transportation to the buyer's town is satisfactory, if the salesman is extending constantly every possible attention and courtesy; in fact, to touch in a personal way with whatever is of mutual benefit. Truly such co-operation spells added success to present and future dealings and helps wonderfully to press out differences and iron away the wrinkles.

On the other hand, the results derived by the visiting merchant are of inestimable value. He has the benefit of personal touch and finds on his return home, after all, the business during his absence did not suffer, and with the new ideas obtained he is a gainer to such a convincing extent that more frequent trips to the Grand Rapids' market are indulged in. Among many other features, he obtained a closer knowledge of how many of the goods carried in his stock are made and put up; he received instructions and advice as to how to better talk to his customers the telling points of his merchandise; how to make an effective store display and to make a show window compelling in its attractiveness, besides the broadening influence coming in contact with men of large affairs and extensive experience, rub-

bing elbows with fellow merchants from home and other localities, discussing common problems and exchanging experiences, all helpful and essential to business development; listening to inspiring talks from men of authority and, finally, the entertainment provided by the hosts, enjoyable to the utmost.

By all means Merchants Week is co-operative in results, beneficial to a marked degree to visiting merchants, manufacturers, jobbers and our city. These affairs have been a success from every standpoint and the coming one augurs favorably to eclipse all others.

Grand Rapids bids cordial welcome to her many anticipated guests and Nature has garbed our beautiful city with her finest dress for the occasion. We are ready to give the merchants of Western Michigan and contiguous territory a taste of our hospitality. Come early, remain with us long and may our bonds of friendship be further strengthened.

Walter K. Plumb.

Grand Rapids National City Bank.

I believe the advantages of Merchants Week, both to the wholesaler and retailer, are apparent.

The coming together of the buyer and the seller means closer and better relations. We like to do business with the men we know personally. This personal relation creates and encourages co-operation; better service may be extended; conditions more fully understood; a more friendly feeling prevails; confidence is increased; the wants of the customer better understood; the position of the seller more fully realized, and we get a better idea of what the other fellow is up against. Adjustments, sometimes complicated, are easier to make; misunderstanding is often avoided; trade relations may be placed on a basis of fairness. We like to meet merchants from our surrounding towns. They are most welcome, for we want to know them better that we can serve them well. We like to call upon them in their own towns and at their own places of business. They are always courteous and hearty in their welcome of us. It is a pleasure to do business, and the heavy and severe responsibilities are lightened by this co-operative spirit and personal contact.

Arthur T. Slaght.

Durfee Embalming Fluid Co.

A visit to the city on Merchants Week and the mingling with those who aim to entertain them and with their brothers in the trade will tend to modernize business methods, broaden the views and convert a semi-sour disposition into one of a more likable sort.

Too many of us stick so closely to our respective duties that we become dull, out of touch with the times and grouchy to a degree that we do not realize. To avoid a narrow vision of affairs one must take time to observe, and this play spell offered by the Grand Rapids wholesalers is an opportunity that should be accepted with eagerness.

There are features in the business

of every merchant that are unsatisfactory, and it may seem that the weakness is one that can not be overcome; you are sensitive about discussing the subject with your local people, but the subject should be taken up with the wholesalers and gone over with others in your line whom you meet in an endeavor to rectify the erroneous system that you find prevails in your business.

Take special notice of the retail window displays in the city stores and try to arrange something like them when you get home. Many of the show windows in the city are decorated by high priced men who make this work a study and business. There are many fine show windows in the smaller cities and towns whose decorations should receive the touch that makes them appear modern. A visit to the city will also incline the merchant to make his personal appearance nearer up to date. The more generous offering of the glad hand to his customers at home will appeal to him the more through his contact on this very occasion.

Alvah Brown.

National Grocer Co.

We are pleased to note the interest your paper is taking in the Merchants Week which the jobbers of our city are extending to their customers. This is one of the greatest advertisements of our city that has ever been brought to the notice of the people of Michigan. Every public spirited citizen should enter heartily into the plan to make this advertisement effective. Beyond the advertising our city at large receives there are many benefits which come to both jobber and retailer through this event.

The jobber has a chance, which is very much appreciated, of meeting and becoming better acquainted with his friend, the retailer. Every jobber is anxious to know personally the people who buy goods of him. It is impossible for the jobber to travel over all the territory his salesmen cover, and this occasion gives him a chance to know personally all the customers who visit the city.

The jobber is given a chance on these occasions to do the "honors" and act as "host," thus in a measure repaying the dealer for the business he has given the jobber. There are very many more advantages accruing to the jobber, but this communication is directed to you more particularly with the idea, if possible, of influencing our retail friends to visit us May 31, June 1 and June 2. We are going to give you a few good reasons why he should:

First. He should know personally the men to whom he is paying his money.

Second. He should know what kind of places of business these jobbers run and whether they are properly equipped for handling his orders.

Third. He should look over the stocks of his jobbers and see if they are kept in a cleanly condition.

Fourth. He should meet the traveling salesman who calls on him and

find out whether he is as "good a fellow" at home as he seems to be when he is soliciting his trade.

Fifth. The jobbers have arranged some very attractive entertainments which the retailer wants to take part in and will enjoy.

Sixth. The banquet. This is the climax and the star attraction. No one wants to miss the banquet.

Seventh. Many lasting friendships have been established through these events. The retailer meets other merchants from other sections. They exchange ideas; one learns from the other. They are both benefited and pleased, and after they go home sometimes correspond and trade ideas for their mutual benefit and become warm friends.

Eighth. Every man and woman should take a little vacation and get away from business cares. The retailer can not take a more opportune time nor find a more pleasant place to spend a few days than in our beautiful city during Merchants Week. There are many more good reasons why both jobber and retailer should unite to make Merchants Week the success it deserves; but we do not care to take up too much of your valuable space. We only trust that some of our retail friends who thought they would stay at home will read this article, and that it may influence them to lay aside business cares for a day or two and visit Grand Rapids May 31, June 1 and June 2.

Marshall D. Elgin.

Rindge, Kalmbach, Logie & Co., Ltd.

I think Merchants Week will be a grand three days' enjoyment for both the wholesaler and the retailer, and I think we are going to give the merchants who favor us with their visit the best entertainment that we have ever been able to furnish and certainly hope that all of our business friends will be able to call on us during the Merchants Week celebration, and I am sure there will be something to interest and entertain them all.

We have taken special pains to have nothing but high grade entertainments—the best in their class. While the gentlemen are banqueted at the Coliseum, the ladies will be equally well cared for at the St. Cecilia, and, in addition to what we have had other years, we are going to treat them to a league game of baseball, and all we want is that the weather man will be good to us, and then we think everybody will be happy.

Wm. Logie.

Voigt Milling Co.

The importance of Merchants Week can not be too highly estimated as a means for the advancement of personal, social or business interests. It far surpasses any other and should not be lost sight of as a business promoter.

The occasional meeting and co-mingling of merchants and customers, if it be only for a few days at a time, is promotive of a degree of fellowship

(Continued on page 48)

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.

WHOLESALE DEALERS' ASSOCIATION
Grand Rapids Board of Trade

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 you wish 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.



Movements of Merchants.

Benton Harbor—Ed. Hendricks will open a cigar store here.

Michiganme—E. G. Muck has engaged in the meat business.

Sparta—Niram Gillett will open a grocery on the north side.

Fremont—L. Vallier will open a grocery store in the Bisbee block.

Negaunee—Henry Hendrickson has opened a confectionery store in the Thoren block.

Paw Paw—Hudson & Crandall have opened a branch clothing store at Otsego, Mich.

St. Ignace—Thomas Taylor and George Litchar have engaged in the livery business.

Traverse City—Oster & Boughman have opened a cigar, confectionery and lunch room.

Kalamazoo—Fred Glass has opened a fancy grocery and delicatessen store on South street.

Lapeer—Garrison & Son, formerly of Indiana, have opened a 5 and 10 cent store here.

Marshall—J. Dykes, of Emporia, Kas., has purchased the Lyon Lake store of J. S. Cox.

Eaton Rapids—Charles E. Gould has purchased the drug business of Passage & Shauman.

Middleton—D. Marsh & Co. have added agricultural implements to their general store business.

South Branch—A. E. Greve & Co. have sold their stock of groceries and shoes to James Naylor.

Benton Harbor—Miss Grace McCrone has bought the grocery stock of Mrs. Nelson Plumb.

Amherst—Frank Lassen has purchased the confectionery and restaurant of L. C. Lassen.

Pt. Huron—Joseph Lohrstorfer has sold the Griswold street pharmacy to T. E. Mearney, of Romeo.

Lansing—Haite & Jarvis have purchased the furniture and undertaking business of Ewing & Black.

Beulah—D. C. Reynolds, of Grand Rapids, will open a furniture and undertaking establishment here.

Allegan—John W. Oliver has purchased an interest in the grocery store of Koloff & McLaughlin.

St. Ignace—McQuire & Hurd have engaged in the upholstering, paper hanging and painting business.

Colon—The capital stock of the E. Hill & Sons State Bank has been increased from \$40,000 to \$60,000.

Benzonia—Bennett & Short have started a furniture and undertaking business in the Hopkins building.

Republic—Alphonse Van Dyke has purchased his partner's interest in the Jacobson & Van Dyke meat market.

St. Joseph—Frost & Yeske have purchased the furniture and undertaking business of the P. Weckler Co.

St. Ignace—John McNamara and son, of Lansing, have purchased the second hand store of Charley Wood.

Shelby—R. K. Gellatly has assigned his mercantile business and other property to Geo. H. Nelson, of Whitehall.

Calumet—Abraham Roberts succeeds the late E. T. Daume as manager of the Tamarack Co-operative store.

Owosso—The Jennings-Foster Co. dealer in furniture and hardware, has changed its name to the Foster-Ellis Co.

Lansing—E. S. Bazley has opened a cash meat market. He also conducts markets at Jackson and Kalamazoo.

Kent City—Earle Pickard has purchased the interest of Mr. Thompson in the meat market firm of Thompson & Dukes.

East Jordan—Vernon S. Payton has sold his drug stock and fixtures to Jas. Gidley and the W. C. Spring Drug Co.

Middleville—William Thompson has purchased a half interest in the meat market of his brother, M. E. Thompson.

Durand—Mrs. Carrie Anspaugh, of Coleman, has purchased the New York Racket store and will continue the business.

Grant—Floyd Titus has purchased the retail meat business of W. J. Beets. Mr. Beets will continue in the wholesale business.

Imlay City—Verne Gable has moved here from Cass City and will open a bakery and confectionery store in the Hicks' building.

Manton—John A. Muche, of Traverse City, has purchased the undertaking interests of Bert J. Brown and will add a stock of furniture.

Bravo—W. A. Nash has sold a half interest in his general merchandise business to his son, Eugene D. Nash, who will have personal charge of the store.

Lansing—The A-C Motor Co. is being organized for the purpose of taking over the Air Cooled Motor Co. The new concern is capitalized at \$100,000.

Allegan—John Van Arkle and Mack Short will conduct a wholesale soft drink business and retail confectionery under the title of the Allegan Bottling Works.

Hartford—W. H. Blashfield & Co. have sold their jewelry and stationery stock. H. N. Robertson buying the jewelry and E. M. Johns, the stationery and book stock.

Hartford Springs—Carl H. Schwerdtfeger has purchased an interest in the furniture store of A. F. Melching, the firm name now being A. F. Melching & Co.

Honor—Codman-McGregor & Co. have engaged in the mercantile business with an authorized capital stock of \$10,000, of which \$6,900 has been subscribed and paid in in property.

Fennville—B. R. Barber & Son have closed up their affairs here and have shipped the balance of their stock to Kalamazoo, where they expect to enter the mercantile business.

Muskegon Heights—Chas. Schoenberg has purchased the dry goods and grocery stock formerly conducted by E. C. Bramble. Mr. Bramble will continue with the establishment as head clerk.

Milburg—The Dahlman Drug Co. has engaged in the drug and general merchandise business, with an authorized capital stock of \$5,000, of which \$3,500 has been subscribed and paid in in property.

Hudsonville—The Hudsonville State Bank has been organized with William Boer, President; B. Hoffman, Vice-President, and F. F. McEachron, Cashier. A new brick building is to be erected for their use.

Munising—A concern capitalized at \$25,000, has been incorporated for the purpose of operating a woodenware factory similar to the one destroyed by fire at Kalkaska last year. The new company is a branch of the Cleveland Cliffs Iron Co.

Bridgeport—A new company has been organized under the style of the Bridgeport Farmers' Supply Co., for the purpose of buying and selling coal, farm machinery, implements and general farmers' supplies. The company has an authorized capital stock of \$10,000, all of which has been subscribed, \$1,000 being paid in in cash and \$3,000 in property.

Manufacturing Matters.

New Era—The canning factory is being enlarged and improved.

Jackson—The Hayes Wheel Co. has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Hupp Corporation has increased its capital stock from \$700,000 to \$800,000.

Detroit—The Hayward Rubber Heel Co. has changed its name to the Hayward Rubber Co.

Saranac—Chas. Palmer has purchased the interest of his partner, G. Putnam, in the tin shop.

Kalamazoo—The principal office of the Parent Cigar Co. has been changed to Dowagiac, Michigan.

Kalamazoo—The Freeman Baking Co. have commenced operations in their new plant on Water street.

Negaunee—Maki & Johnson have moved their pop manufacturing business here from the copper country.

Monroe—The capital stock of the Monroe Binder Board Co. has been increased from \$105,000 to \$260,000.

Detroit—The capital stock of the Grabowsky Power Wagon Co. has been increased from \$500,000 to \$1,000,000.

Charlotte—H. J. Schiefestein has accepted a road position with the Sandwich Manufacturing Co., of Sandwich, Ill.

Detroit—Schwanbeck Brothers, manufacturers of bakers' specialties, have increased their capital stock from \$50,000 to \$300,000.

Kalamazoo—The Minute Washer Co. has increased its capital stock from \$10,000 to \$20,000, and changed its name to the Kalamazoo Washer Co.

Adrian—The Maple City Upholstering Co. has been organized for the manufacture of Turkish bed springs and mattresses with C. F. Winney as manager.

Marshall—F. W. Prothero, formerly with the New Process Steel Co., of this city, has taken the general office and sales management of the Steel Casting Co., of Monroe.

New Haven—The New Haven Elevator Co. has engaged in business with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Ornamental Stone Co. has engaged in business with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed, \$1,550.52 being paid in in cash and \$23,449.48 in property.

Kalamazoo—A \$10,000 bond issue has been made by the Kalamazoo Bread Co. to raise funds for the purpose of building an addition and installing modern machinery, which will double the capacity of their plant.

Detroit—A new company has been incorporated under the style of the Detroit Corrugating Co., to buy, sell and manufacture paper and wood pulp, with an authorized capital stock of \$25,000, of which \$20,100 has been subscribed and \$2,500 paid in in cash.

Shultz—The Shultz Co-Operative Co-partnership Creamery Association has begun operations at its plant here. The Association which now has 260 members is organized on the plan of only one share of stock to a member and only members can be patrons of the creamery.

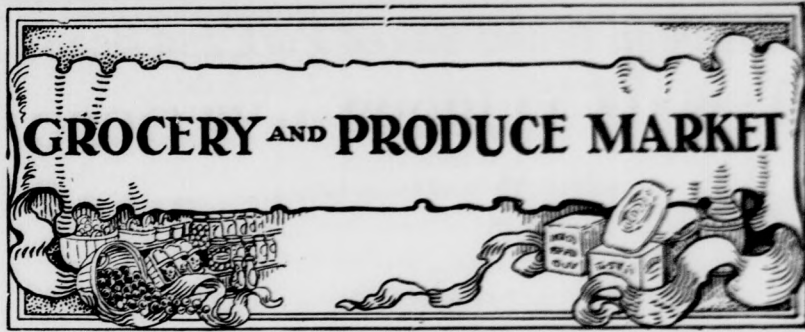
Detroit—The Brooks Co. has engaged in business to carry on a general manufacturing business, particularly electric washing machines, with an authorized capital stock of \$10,000, of which \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—A new company has been organized under the style of T. W. Hillier & Co., to manufacture pharmaceutical and toilet preparations, with an authorized capital stock of \$10,000, of which \$5,010 has been subscribed, \$1,500 being paid in in cash and \$3,510 in property.

Detroit—The C. J. Davis Manufacturing Co. has been incorporated to manufacture, repair and otherwise deal in all kinds of storage battery, locomotive, electrical appliances, etc., with an authorized capital stock of \$25,000, of which \$12,500 has been subscribed and \$10,000 paid in in cash.

Coddie—I see the Sphinx has finally given up his secret. Holly—His secret! I thought the Sphinx was a woman. Coddie—Great Scott! Do you think a woman could have kept a secret all this time?—St. Louis Post-Dispatch.

Do not be surprised if somebody fools you while you are trying to fool somebody.



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—The receipts have increased considerably during the past week, due principally to favorable weather. The consumptive demand is also increasing and the quality is getting better as the season advances. The market is in a healthy condition at ruling prices, which are on a basis considerably below a year ago. With the prevailing low prices and the fine quality, the trade looks for a continued active demand. Local dealers hold fancy creamery at 21½c in tubs and 22c in prints. They pay 15@16c for No. 1 dairy and 12½c for packing stock.
 Butter Beans—\$1.50 per ½ bu. box.
 Cabbage—New commands \$3.50 for large crate and \$2.50 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—Receipts continue liberal and the consumptive demand is also fairly good. The supply, however, is still in excess of the demand, and a large percentage of the receipts are being put in cold storage. The market is ruling about the same as a week ago. There will probably be continued liberal receipts for some little time, with a continued good consumptive demand. 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, 6@6.50 per box; Messinas, \$6 per box.
 Lettuce—10c per lb. for leaf; \$1.50 per hamper for head.
 New Carrots—\$1 per box.
 Onions—Texas Bermudas command \$2.35 per crate for white and \$2.25 for yellow; Egyptian, \$3.50 per sack of 112 lbs.
 Oranges—Washington navels, \$3.25@3.75; Mediterranean Sweets, \$3@3.50.
 Pieplant—75c per box of about 45 lbs.
 Pineapples—\$2.75@2.85 per crate for 24s, 30s and 36s.
 Pop Corn—90c per bu. for ear; 3¼@3½c per lb. for shelled.
 Potatoes—Old, 25@35c per bu., New Texas Triumphs, \$1.25@1.35 per

bu. The supply of new potatoes is gradually increasing and prices show quite a decline. The market on old stock is steady and the supply is much smaller than a year ago, but it is possible that there will be plenty to supply the trade until new home-grown arrives on the market, which will be in about six weeks.
 Poultry—Local dealers pay 12½c for fowls; 8c for old roosters; 13c for old ducks and 18c for young; 14½c for turkeys; broilers, 1¼@2 lbs., 25c.
 Radishes—18c per doz.
 Spinach—60c per bu.
 Strawberries—\$2.75@3.25 per 2½ quart cases from Illinois and Missouri.
 Tomatoes—\$4.50 per crate.
 Veal—Dealers pay 5@9c.

Interesting Window Displays Made by P. Stekettee & Sons.

For a long time it has been the policy of P. Stekettee & Sons to use in its various departments, as far as possible, goods that are made in Grand Rapids, believing that a home store should patronize home industries, and it has been conducting a sort of educational campaign along this line with its customers ever since the idea was originated.
 Yesterday was placed on exhibition in the Monroe street display windows, a feature that is new to Grand Rapids and probably to this part of the State.
 In the window to the east are four power sewing machines, with five young ladies in attendance, manufacturing the "Coronet" corset. The Coronet Corset Co. is a progressive local concern, whose plant is in the Renville building on Lyon street, where it has installed 200 machines and turns out corsets of all grades and finish. In the display at the Stekettee store the corset is made complete from the raw material and as soon as it is completed it is placed on the counters and sold.
 In the west window is a dual display of the Corl, Knott & Co., and the Lowell Manufacturing Co., with three young ladies in attendance. As in the case of the corset display, these young women are making up the finished article from the crude material and as soon as the goods are ready they are placed on sale in the store.
 Mr. Stern of the Stekettee house, in speaking of patronizing home manufacturers, said that it is remarkable how small a conception the general public has of the scope of local manufacturing interests and that the Stekettee house proposes to do all in its power to boost the many home industries.

The Grocery Market.

Sugar—The volume of business transacted by wholesalers is only fair, but it is expected that there will be a marked increase from now on, as berries are arriving in larger quantities and small fruits will soon be coming in, which will mean an increase in the demand for canning purposes. The raw market has been a waiting one for some time, but is a little firmer this week and an advance is looked for by refiners.
 Tea—The demand continues good for the time of year from both the city and country retailer. The primary tea markets are reported to be exceedingly strong, and a large amount of business has been transacted during the past month.
 Coffee—The consumptive demand is probably about as good as usual. In first hands the market for Rio and Santos shows some strength, but jobbers who are anxious for business are inclined to shade values a fraction in order to get it. This seems wholly the result of the dullness. Mild coffees are unchanged, dull and steady. Java and Mocha unchanged and quiet.
 Canned Fruits—Gallon apples are entirely cleaned up in some quarters. Prices are high, but are unchanged during the present week. The demand for peaches is good, but stocks on the Coast are small. Future prices on apricots which were announced last week are considerably higher than prices for 1910. Opening prices on cherries also show an advance over 1910 of about 25c per dozen. The demand for all gallon goods is increasing rapidly, but some varieties of berries are almost unobtainable as the supply is so small.
 Canned Vegetables—The demand for all grades of canned corn is very good and while the supply is thought to be only about sufficient to meet the demand of the next three or four months, prices remain unchanged and much corn is being retailed at 10c per can or three for 25c. The tomato market is gradually growing firmer and it is expected prices will advance before long, as supplies are limited in most markets. Canada also purchased quite a large stock of Maryland tomatoes a week or ten days ago, which makes the market conditions even stronger. The scarcity of peas is keenly felt, but as peas are packed much earlier than corn and tomatoes the situation will be relieved by the latter part of June when the 1911 pack will begin to arrive.
 Cheese—Receipts of new cheese are increasing as the season advances. The quantity and quality of the present arrivals are about normal for the season, but the quality will get even better as the season progresses. The consumptive demand is absorbing the receipts of new cheese and it seems likely that stocks of old will go out at about prevailing prices. Cheese will not be good enough for storage for about three weeks. No radical change is looked for in the immediate future.
 Dried Fruits—Spot peaches have at last advanced in the East by reason of strong coast conditions. The advance ranges all the way to ¼@½c per

pound, according to holders' ideas. Some packers have named prices on new peaches averaging around 9c for standards in a large way coast. This is almost double last year's opening prices, and confirms this paper's prophecy that new peaches would open high. Raisins are held steadily at the advance noted last week; demand fair. Currants show about ¼c advance, and fair demand. Other dried fruits dull and unchanged. Spot prunes show practically no change from last week's quotations. Stocks are very low and prices inordinately high; the demand is fair under the circumstances. Future prunes are also high, and the present average quotation is 5c basis of assorted sizes. This is an advance of about ¼c from the lowest point since the market opened.
 Syrups and Molasses—Glucose is without change. Compound syrup is dull at ruling prices. Sugar syrup is wanted in a small way at unchanged prices, and molasses has also taken a back seat, as it customarily does at this season.
 Fish—Cod, hake and haddock are unchanged and very quiet. Domestic sardines, both old and new, show no change from last week's quotations, and the demand is quiet. Imported sardines unchanged and fairly active. Salmon on spot is quiet but still scarce and high. No prices have as yet been named on new pack. Mackerel shows no change from last week, or in fact for several weeks past. The demand is very light and prices low.
 Provisions—The consumptive demand is increasing. This factor, with the slight advance in live hogs, will probably hold the market firm with a possible further slight advance. Pure lard is firm at ¼c advance. Owing to the advance in raw material compound lard is also firm at an advance of ¼@½c. Pure lard is much lower than it should be considering the price of hogs, and compound lard is relatively much higher than usual, thus bringing the two grades much closer than usual. Canned meats and barrel pork are steady and unchanged, but show an increased demand. Dried beef is unchanged and dull.
 Spices—The market on spices is about the same as last week, with the exception of peppers which are slightly higher than a short time ago. The consuming demand shows a slight increase over that of two weeks ago.

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

Buffalo, May 24—Creamery, 18@20c; dairy, 16@18c; poor, all kinds, 12@15c.
 Eggs—Fancy, 18c; choice, 16@17c.
 Live Poultry—Fowls, 16@17c; ducks, 16@17c; turkeys, 14@15c; broilers, 16@17c.
 Beans—Marrow, \$2.10@2.40; medium, \$2; pea, \$2; red kidney, \$2.25; white kidney, \$2.50.
 Potatoes—8c per bu.

Rea & Winnig.

"Has that horse any superior qualities?" "Yep," replied Farmer Corbissel. "I'd back his appetite for any amount against all comers."—Washington Star.

Bay City

Industrial and Manufacturing News of Interest.

Bay City, May 23—M. D. Olds has taken a contract to cut 2,000,000 feet of hardwood logs at his mill in Cheboygan for Frank Buell, of this city. The logs are decked on the track of the old logging road, running south from Cheboygan along the shore and will be hauled by rail to the mill. Mr. Buell has sold the lumber cut from these logs to the S. L. Eastman Flooring Company, of Saginaw.

F. E. Parker, President of the Mershon-Eddy-Parker Company, returned last week from a two weeks' trip to the East. Speaking of local trade conditions he says that on the whole the white pine trade is fair. The box business is a little sluggish and the company's business in this is confined chiefly to contracts with regular customers. Other departments of the trade are better. Mr. Parker says that in general the volume of business in the country is disappointing. With bumper crops and easy money business is moving slowly. He attributes these conditions largely to political agitation and uncertainty as to legislation by Congress.

The work of erecting steel towers for the Cooke Development Company, on Au Sable River, which is being harnessed to furnish electrical energy for a large area in Central and Eastern Michigan to Zilwaukee, halfway between Bay City and Saginaw, is in progress. These towers will carry high tension copper cables for transmitting the current. A large sub-station is being erected at Zilwaukee, from which point power will be distributed to Bay City, Saginaw, Flint, Owosso, Lansing, Jackson and a score of other cities and towns in this section of the State. The company having the project in hand expresses confidence of its ability to furnish sufficient power ultimately to turn the wheels of every manufacturing industry, and for farmers to pump water and run their farm apparatus, in all this section of the State. The Cooke dam is estimated to furnish 12,000 horsepower and thirteen other dams to be erected on the stream as required are calculated to furnish in all 70,000 horsepower. It is by far the greatest electric development from water power ever undertaken in Michigan, and will involve an ultimate investment of several million dollars.

The hardwood trade of the valley has been fair during the last three months. Business has been good in maple and birch and the trade has taken up stocks so closely that dry lumber has become exhausted. The flooring manufacturers have made heavy inroads upon maple stocks. W. D. Young & Co., one of the most extensive concerns in the country and having marketed a large percentage of their output in England for several years, draw upon their own tim-

ber, having large holdings in the vicinity of Vanderbilt, on the Mackinaw division of the Michigan Central. This firm handled more than 20,000,000 feet of maple last year and it takes the timber from the log, which is cut by Yuill Bros., and shipped by rail to the plant at Bay City. Having saw-mill and flooring mill combined the firm is able to get all there is out of the timber, and a lot of refuse is furnished a chemical plant, operated by the Dupont de Nemours Powder Co., which manufactures wood alcohol and other chemicals from refuse wood. Young & Co. operate day and night and are a potential factor in promoting the business prosperity of this city. W. D. Young has other extensive interests, being heavily interested in beet sugar manufacture in Bay City and in Ohio, besides having large investments in business in Chicago. While prices have been better for flooring than now prevail, the concern is able to keep its plant in operation and is doing a satisfactory business when the general manufacturing conditions of trade in the valley are taken into account. The S. L. Eastman Flooring Company, at Saginaw, will get about 5,000,000 feet of its stock this season from the Robinson Lumber Company, and will have about 15,000,000 feet in addition. The Hanson-Ward flooring plant here is stocked from the timber of the Ward estate and there is enough of it to supply the plant a long time. The logs come down by rail and are manufactured by Knapp & Scott. The Strable Manufacturing Company, at Saginaw, which turns out high-grade flooring, is not likely to run short of raw material for some time, as it has the Wylie and Batchelor interests behind it. The Bliss & Van Auken plant, at Saginaw, obtains 12,000,000 feet of logs a year from the Wylie & Buell Company. In fact, all the flooring plants in the valley are well fixed in the matter of raw material for long runs, and the same can be said of the Kerry-Hanson Flooring Company, of Grayling, which is backed by the Hansons, with a twenty years' supply of timber available.

The water in the Saginaw River is low and two lumber carriers with cargoes for the Mershon-Eddy-Parker Company were compelled to lighten a portion of their cargoes from this city to Saginaw. The last Congress appropriated \$686,000 for the improvement of the river, the project providing for a channel 200 feet wide from the deep water in Saginaw Bay to Bay City, and 18 feet deep, and 16 feet deep from Bay City to Saginaw. This contract has been awarded to Brehman & Co., of Toledo, Ohio, and the work will begin shortly. The commerce of the river is largely the freighting of lumber, and the deepening of the channel will save lumbermen much expense in handling their stock.—American Lumberman

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Crackers, Cakes and Confectionery

Agents for SPARROW'S and DOLLY VARDEN CHOCOLATES

COLONEL BRIGGS

Enjoys the Comfort Due a Retired Business Man.

Written for the Tradesman.

"In one of our scouting campaigns in Virginia," remarked the late Judge Birney Hoyt to the writer, "the Seventh Michigan Cavalry was nearly surrounded by Mosley's guerrillas. Although we fought the confederates vigorously, we were obliged to retreat in the face of superior numbers. Suddenly we missed Colonel Briggs and a detachment of troops rushed to the front to rescue him. We found the Colonel mounted on a stump, firing rapidly at the confederates and bidding defiance to them. I have marveled over his escape, as he was a conspicuous mark for sharp shooters, but we rode away with him uninjured."

Good fortune seems to have attended Colonel Briggs throughout his life. He was born in the State of Michigan, which he considers a fortunate beginning. He was orphaned early in his youth, which caused the boy no great hardship, as he early realized that to accomplish anything worth while in this world he must do things for himself. His first employment was as a salesman in Battle Creek, where he remained three years. Subsequently he studied at Olivet College. After spending a few years in Galesburg, Ill., he returned to Battle Creek and engaged in the sale of merchandise as a member of the firm of Averill, Briggs & Co. Upon the breaking out of the Civil War he raised a company for the Seventh Michigan Cavalry and went to the front with a lieutenant's commission. The regiment was under the command of Colonel W. D. Mann, the owner of Town Topics, a "society" journal published in New York. Colonel Briggs served under Custer, Kilpatrick, Merritt and Sheridan and won distinction and rapid promotion by his bravery and ability as a commander. Soon after the close of the War he came to Grand Rapids and purchased an interest in the dry goods business of John W. Peirce. He also married Miss Julia Peirce, a daughter of his partner. Retiring from the dry goods business after a few years, he took the office work of the Michigan Barrel Company, in which he owned a considerable amount of stock, and remained with this company a decade or more, acquiring a competency. Colonel Briggs served a creditable term in the State Legislature and held the office of postmaster a number of years. He also served the city as a member of its boards and rendered efficient and honorable service to the community. He is a member of the Loyal Legion and a liberal patron of the fine arts. His private gallery contains one of the largest collections in the State. Its great value is known to artists and connoisseurs everywhere.

Good fortune has never deserted Colonel Briggs. He had earned and now enjoys the easy comfort and

pleasures that are due to the retired business man. A. S. White.

Sudden Death of Two Good Citizens.

Death last week took away two of this city's best citizens, and so suddenly that friends can hardly yet realize they are gone. Albert N. Spencer, Vice-President of the Oliver Machinery Co., was at his desk as usual on Thursday, planning a trip to Pittsburg, where his company was to make an exhibit. He had an attack of heart failure in the night and in the morning was dead. He had been a resident of Grand Rapids for about five years, and had taken such an active and intelligent interest in public affairs that had he been spared the city would certainly have reaped many benefits. For more than a year he had been studying street lighting as maintained in other cities and in Europe and had collected information and data that would have been of the greatest value when the matter of a better system should be taken up here.

Edward J. Keate, General Agent of the G. R. & I. and Star Union fast freight line, was around town as usual Friday. He was out with his wife in the afternoon and he had a genial smile and friendly greeting for the friends he met along the way. During the night he suffered an attack of heart failure. In the morning his friends were inexpressibly shocked to hear that he was no more. Mr. Keate was born in England, near London, 68 years ago. At the age of 17 he came to this country. When the war broke out he enlisted in the navy, serving under Admiral Porter. He came to Grand Rapids in 1876 as a locomotive engineer on the Michigan Central Railroad, which was completed to this city in that year. He became General Agent of the G. R. & I. and of the Star Union line, and for twenty-seven years, until his death, he held these positions. During all these years he had the unshaken confidence of the community. Shippers, business men and the general public knew him to be honest, that what he said could be relied upon and they believed in and trusted him. Mr. Keate loved his home city and in his quiet, modest way did much to promote the city's welfare. He loved his friends and was a friend indeed to those in sorrow and distress. His home life was ideal, and in his home he was the soul of hospitality, as in public he was the soul of honor. He will be sincerely mourned by a wide circle of friends, and those who will grieve most will be those who knew him best, and who knew how true and loyal he was in all his relations to the world.

The funeral was held Monday and was largely attended by old friends, business associates, the comrades of the Grand Army and members of the Masonic fraternity. Many railroad men from out of town were present to pay respect to the memory of one they esteemed and respected.

Schemers use the unsophisticated to further their plans.

A bee can carry twice its own weight in honey.

"How would you like to toil long hours each day for meager wages?" "I think it would be great fun," answered the young lady who was studying sociology. "But I fear that my chaperon would become somewhat bored." — Louisville Courier-Journal.

What a man likes more than anything else is to talk about the Constitution, especially when he knows so much about it he thinks Congress can amend it.

Every woman rejoices over how much faster every other woman can grow older than she can.

"The last time I met you you had a scheme that you were sure would make money." "Yes; I remember." "Did you ever put it through?" "Didn't have to—it fell through." — Cleveland Plain Dealer.

Overpoliteness is the surest indication one is not to the manner born.



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Entered at the Grand Rapids Postoffice as Second Class Matter.

E. A. STOWE, Editor.

May 24, 1911

WHY KEEP MEMORIAL DAY?

Probably Decoration Day will be as permanent as Independence Day. Of course it may be a debatable question since only forty-six years have passed since its celebration began and one hundred and thirty-five since our Nation's birth. It is Memorial Day that marks the life and death struggle of our great Civil War, its sacrifices and its achievements. The birthday of an individual or of a Nation does not become less important as year is added to year. Our Fourth of July is as patriotically celebrated now as it ever was. It is true we were a small people when the Declaration of Independence went forth to the world—small in population as compared with the nations of Europe, small as compared with the young giant of 1861. But in the eyes of mankind it was the more heroic that a people of only 3,000,000 should throw down the gauntlet to Great Britain. Heroism is often in inverse ratio of the numbers engaged. Witness Thermopylae or our own Lexington or Bunker Hill.

It is not because we numbered 31,000,000 in 1861 that we must claim the paramount importance of the Civil War and the day that memorializes it. But the deeds of 1861-5—were they worthy of a lasting memorial? The cause that was won by the holocausts of Gettysburg, of Vicksburg, of the Wilderness, of Atlanta, of Nashville—was its triumph of sufficient moment to our country to be perpetually celebrated? It is because the answer to these questions is so self-evident that we are led without hesitation to conclude that Decoration Day will be permanent. That which cost us the martyrdom of Lincoln and the offering upon the altar of their country of all the precious lives from 1861 to 1865 was a great and holy cause in which all mankind had an interest. While the world looked on during our Revolutionary War and felt that it was a struggle for freedom and self-government in which all people had an interest; so the slaveholders' rebellion had not progressed far before it became known to the civilized world that liberty was again bleeding on those Southern battlefields. The triumph of the Confed-

eracy meant the downfall of the one nation to which liberty-loving people were looking with hope. It meant the perpetuation of human slavery on the American continent. On the other hand, it soon became evident that the saving of the Union meant the destruction of slavery and a new birth of freedom, not only for all our people, North and South, but for the oppressed peoples of the whole earth. Here, then, we find our best reason to believe in the perpetual celebration of Decoration Day.

It is, to be sure, a most precious day to those who lost fathers, husbands and brothers in the Civil War; but these will all pass away and their children and children's children will need something more than the attenuated ties of kindred to bind their hearts to this day. But when they turn the pages of history and when they read such imperishable records as Lincoln's Gettysburg address and are lifted into sympathy with its noble sentiments their hearts will respond to its appeal and they will resolve that the day shall be kept and the cause for which such sacrifices were made shall be held sacred.

It will always be the cause of the living rather than of the dead—of the present rather than of the past. In the words of the immortal address: It will always be "for us, the living, rather to be dedicated to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us, that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion; that we here highly resolve that these dead shall not have died in vain; that this Nation, under God, shall have a new birth of freedom, and that government of the people, by the people, and for the people, shall not perish from the earth."

Government of the people, by the people, and for the people is always needed, will always be needed; it will always require staunch and true interpreters, exemplars and defenders. Decoration Day will, therefore, be the greatest day of our calendar. It will help to save and to perpetuate the results of this new birth of freedom.

STRIKE DWINDLING.

The strike of furniture workers in this city is gradually dwindling. The factories have between 1,500 and 2,000 men at work and fresh accessions to the ranks are made every morning. Some of the accessions are from outside sources, but most of them are from hungry and repentant men who have wisely concluded that the union has forfeited its right to their attention and consideration by failing to keep its agreements. It has not paid the men anywhere near the amount it promised them when they went out and it has lied to them so many times regarding the prospect of a settlement of the strike that nearly all the strikers have lost faith in its good intentions and truthfulness. The manufacturers are bearing up nobly under the struggle. They are holding together like brothers and are still

importuning their men to return to the fold without discrimination, except where men have been riotous and have thrown bricks and stones. These men will be marked men in this community from now on and will probably find it extremely difficult to secure employment in any factory, because they have demonstrated that they are unworthy of confidence and are incapable of becoming good citizens.

The most ridiculous feature of the situation is the installing of a hundred union men under the direction of Mayor Ellis as special policemen. These men are naturally in sympathy with the strikers and the placing of such men on the force is a farce and a fizzle and in keeping with all of Mayor Ellis' actions since the beginning of the strike. Perhaps it is asking too much to suggest that Mayor Ellis be consistent, because the man worshiped at the shrine of the Methodist church for years while he was running a gambling house, ruining men and impoverishing families and causing hungry children. An open letter from the editor of the Tradesman, in another column, adds, perhaps, a little light on the present situation.

OUR FRIEND, COMPETITION.

The Superintendent of the Western Pennsylvania Institution for the Blind is about to inaugurate a new departure in school work through co-operation with the pupils of the high school and university, believing that a wholesome rivalry would be thus formed between the blind and seeing pupils through associations in the class room and on the playground which would prove mutually helpful.

At first thought it seems a one-sided partnership; yet the blind would furnish trained memory and intensity of observation through the four remaining senses, doing much to offset the loss of sight. The plan, now being tested in the public schools of New York, has seemingly great possibilities.

In this new and unexpected form of competition is a life lesson—one which confronts us in some form at every step. Teachers assert that more and better work is done in the large class than in the one of from one to three pupils. There is greater interest through the rivalry. New phases are presented to the various subjects, which stimulate to greater thought. So the private governess has been forced to retire through the efficiency of the public school.

It is ever the same through life. We may wish that a certain rival was out of our field, little realizing that he is our best friend. Through his energy we are being spurred to better things. We profit by his bright ideas and rack our brains to get even or, it may be, one better. Competition is the tonic needed not only in spring but through the entire year. It carries away dead matter and puts new life into business. Its perpetual bubbling keeps things moving. No time is lost in mourning over lost opportunities. "Press On" is the constant motto.

THE MODEST HOME.

We are a home loving nation, no matter how much we may like to approximate the name of being globe trotters. The nomad by nature is rare, and amid all the good times and the delight in new scenes there is actual relief to get back home.

Yet but a small portion of the American homes are more than rented, although the tendency is more and more against moving. The good tenant is gladly retained, and he is more than equally willing to make the necessary terms for staying, the loss through moving being thus avoided.

With the multiplication of trolley lines and easy access to work in many fields the growing disposition is for a little home that one can call his own. The rented place can never claim the personal love that comes through possession. There is always the uncertainty in retaining it—the feeling that next year we may be elsewhere.

The home owner has many advantages over the mere renter, some of which he does not himself appreciate. The small home may now be all that comfort and beauty may desire. There are so many touches which may be given to it in spare moments; things which do not seem to count at the time, but which in the aggregate amount to very much. Just now we call to mind the humble home of a clerk, a few minutes' ride from his work. Originally it was a bleak looking spot, but the addition of a small kitchen, together with two or three coats of paint applied at odd hours, has given it a cosy and comfortable form. The garden is well tilled, there are flowers added each year; and here, happy in the thought that he is building for life, that the money is not rental but investment, he finds happiness in adding something every day to the spot.

EDWARD J. KEATE.

The passing of Edward J. Keate at this time is cause for grief in this community and State.

The people of Grand Rapids were his friends and neighbors and fellow workers. He grew up with them; he labored with them to advance the fair fame of the city and the commonwealth of his love, and he was a potential part of our civic, social, professional, commercial, educational, moral and political life so long that most men now active in these behalfs have no memory of the time when he was not on the firing-line.

This is a record that seems to establish the affirmative of the debate as to whether life is worth living. To have earned and preserved the affectionate esteem of one's neighbors, and to have successfully withstood the fierce assaults that beat upon men in business life, emerging from the conflict with an untainted record and the honors that accompany clean living, patriotic service and devotion to duty, is to have made the most of life in any given posture of circumstances. This Mr. Keate did beyond question.

It is a noble renown, and it will not soon perish.

SAN DIEGO'S ADVANTAGE.

To be able to discern an opportunity and take advantage of it is one of the essentials to progress. San Diego said nothing when her big sister city was making her great bid for the Panama Exposition. But now that the success is assured another display is fast assuming substantial appearance, not as a rival but as a supplementary show.

Southern California is rightfully proud of her climatic resources and does not propose to have a vast crowd assemble on the Pacific coast without doing something to attract them to the southwest corner, where the display is quite as unique as interesting.

Already San Diego has raised a million dollars by popular subscription, or more than four times per capita what the Chicago people put up for the Columbian. A stock company guarantees as much more and the State has appropriated a quarter of a million toward a display which will press to the front historical and ethnological features, as well as the wondrous climatic resources. The nine buildings, which are to be permanent attractions of the 600 acre park, will be most appropriately in mission style, in commemoration of the fact that the old mission near that place was the first white settlement in California.

Hotel accommodations are said to be excellent, and across the bay, at Coronado Beach, are equal facilities for entertaining hundreds of guests. A unique shelter is a tent city, where canvas shelters to accommodate parties of four may be rented for \$5 per week, meals being prepared by the occupants or procured at restaurants. There are also long rows of palm leaf huts a la South Sea Island for those wanting to make the most of the outing. The show opens Jan. 1, 1915, and closes Dec. 1, this being, perhaps, the only seaport city in America which could guarantee pleasant weather for so long a period. May the advertising scheme prove profitable. As a place for a good time there can be no question of the success at San Diego.

FOREST FIRES.

Already the forest fire is getting in its devastation, and in many sections large areas have been rendered desolate within the past few days and a large amount of property destroyed. It is not the actual loss in dollars and cents which determines the real loss. The tree which may be worth ten dollars to-day would be worth twice that in a few years.

We are appalled when fire sweeps away a tract of homes. The money loss is deemed great, even although insurance comes in to partly counter-balance it. Yet duly this district is again built up, perhaps on a grander and more permanent basis. It was so after the Chicago fire and after that of San Francisco. It has even been said that such conflagrations are in the end beneficial, for "out of them is a city born anew." But the forest fire leaves no such happy compensation, if compensation of this sort can over-balance the heart aches at the time.

Men may build a house in a very few weeks if necessary; but it takes many years to grow a tree. The work of re-foresting can be done, but it is a slow process.

Aside from the loss of the timber the denuded slopes at once become the prey to erosion. The streams are clogged with the debris, and this, added to their more rapid evaporation through the lack of protection of their sources from the direct rays of the sun, intensifies the trouble from drought. Forest fires thus bring on not one but several evils. They are more difficult to manage than those of the city because out of reach of fire companies and their appliances. The great remedy is prevention. The cigar stub carelessly cast aside among the leaves, the camp fire—it behooves us, as forest owners or as passersby, to do our part in avoiding all risk of starting trouble in this direction.

"AS OTHERS SEE US."

There is no better place for the study of character than the audience at a popular lecture or commencement. Here we have all classes, and especially in the closing exercises of the school are varied tastes and interests bound to be manifest.

The well poised person listens intently to all the speakers, even although some of the orations are crude and superficial. If certain ones do not please there is no outward manifestation of the fact unless it be silence rather than praise which is not sincere. If there is a blunder it is not noticed; but a happy hit is sure to be reflected in the face of the good listener.

Recently attention was called to a group of girls, some of whom were good listeners. One was evidently intent to pick flaws. Those who come for this purpose usually find them. Every real or fancied peculiarity in the tone or accent of the speaker brought from her a repetition and a giggle. Her seatmate was evidently annoyed by the interruption. Still more glaring was the conduct of one of the "sweet girl graduates," who seemed to find amusement in plenty, when her classmates were speaking, entertaining(?) the lad beside her, when he wanted to give his attention to the oration at hand. It was a public demonstration of ill-breeding and conceit. It gave the impression to the audience that this girl regarded nothing worth listening to except her own remarks.

Then there is the person who chafes under a bit of personal inconvenience. It is shameful to crowd so many into her seat, although there are others older than she who are thankful for standing room. Some are bound to have a good time, and they have it; some see the funny side; others the reverse. A study of the various looks, comments and manners will tell to a great extent what manner of person is back of these manifestations. Courtesy, good breeding and generosity are conspicuously placarded at the public gathering.

He is the wisest and happiest man who finds and improves the greatest opportunities for doing good.

FISH CULTURE.

Were it not for the replenishing of our lakes and streams with fish and other aquatic animals having an economic value they would soon show the same depletion now manifested among the game animals. Artificial hatching is now done on a large scale in many places and more than 6,000,000,000 living creatures are thus added annually to the wealth of our own country.

Of course, only a small portion of these ever reach maturity. It is one of the rules of nature that animals furnishing eggs by the hundred are sure to find enemies of various sorts. Many of the fry become the food of the bigger fish, thus contributing after all to the good of fishkind, even if it is at the expense of martyrdom. There are enough which survive to give a gradual gain to the fishy tribe.

It was about seventy-five years ago that some Frenchmen demonstrated that fish culture could be carried on with profit, and some twenty-five years later the United States took the matter up, her National and state outputs being now greater than those of any other country. Pennsylvania, for instance, gathers eggs, partly from the Delaware River and Lake Erie, which yield nearly one billion of the billion-and-a-quarter annual output of the State. About one-half of these are the product of fish caught in nets for the purpose, while spawns are gathered from many of the smaller bodies of water and hatched artificially.

Each department has its own specialties, and as the season for rearing varies with the different species, the energetic fish culturist can keep busy more months in the year than the culturist in almost any other department of nature. Massachusetts and Rhode Island are giving special attention to the lobster; New York is interested in the smelt and crab; and Pennsylvania, in addition to her white fish, bass and muscalonge, is working up the frog industry.

TAKING TIME TO EAT.

Many who would be shocked at the idea of not getting enough to eat do a much worse thing in eating too fast. It is far more injurious to bolt the food than to go hungry. Food thus taken into the system falls far short of the good intended, and may do very much harm. It lacks in furnishing the sustenance which it has locked up and is but an obstruction in the digestive tract.

The English pride themselves on taking time to eat their meals, while we Americans literally eat on the run. Physiology explains in detail just what this violation of the principles of hygiene means and most of us are perfectly familiar with them; and yet we go on doing what we know we should not, and ready to offer this or that excuse for being in a hurry.

It has been remarked that when a woman lives alone she almost invariably forms the habit of eating in the pantry and at any time seemingly most convenient, thereby abusing the entire digestive system. The petu-

rant habit, too, gives a man the same reasons for irregularity in meals. He hustles down what is most convenient or most attractive without stopping to think of whether his ration is well balanced or not, washing it down with a cup of coffee or something stronger to accelerate matters.

There is no special comfort in living if we can not have proper food for our own sustenance. Neither is there lasting comfort unless we accede to common sense rules of eating. We may violate the rules of nature for a time and seem to succeed admirably, but sooner or later the toll gatherer will come along and perhaps surprise us with the exorbitance of his claim. Thorough mastication is one of the essentials to health. Hurry if you must, at anything else, but at least take time to eat.

THE AUTOMATON HABIT.

The boy who says, "No, sir," makes no more effort than the one who responds with a "No-op," and yet how infinitely better the impression. It is all in the habit. He who makes it a point to respond courteously finally does it as easily as he breathes, without thinking or knowing exactly how it is done. The manner becomes, in a certain sense, automatic. While so easily accomplished as machine work, it carries with it all the fine sense of honor and courtesy implied by the act. Yet there is no real effort on the part of the person to whom politeness has become a habit.

The lad who is told to perform a certain work may start at once. He will if this is one of his habits. He is uneasy when a thing hangs over his head and comfortable only when it is done. His companion has formed a different habit—that of putting off—hoping that some one else will do the work or that some unforeseen condition will render it unnecessary. His whole aim is to defer the task as long as possible. In order to get it done at all some one must follow him up and keep punching away, at the risk of acquiring the habit of nagging. He really does the thing twice, once in anticipation; and the party for whom it is done would find it much easier to do it themselves in the first place, but only persists for the sake of the principle involved; the lad must learn to work.

The worst feature in the case is that the bad habit, like the good one, clings. It becomes automatic. When we might so school ourselves as to go as easily as clockwork, we create the friction which makes the work so much harder by letting the wrong way get a start; and started wrong, it is very much harder to get into the right way of doing things.

Suppose all the mail order houses were to go out of existence, would you get any more trade than you do now? Would you not have more home competition? Would you not have to work to hold your own? Are you working against mail order competition; or are you only talking?

If you wish to be happy yourself make others happy.

A NEW MEMORIAL DAY.

The Idea That Made the Procession Interesting.

Written for the Tradesman.

"If you would just charge this—"

"Of course," said the grocer.

"And I'd like a little tea, and sugar, and a pound of bacon."

"Order whatever you like. I'll make a slip of it and you may pay whenever you are able to."

"I've never asked for credit before, but—"

"Anything else?" asked the merchant.

"No, thank you. The pension will be along next week. I most always go broke before pension day."

"I understand," said the grocer.

The old lady picked up her small purchases and made her way out of the store. She was little, and old, and faded, and there was an irresolute droop to her chin which told of lack of executive and aggressive qualities.

"There are a good many old ladies drawing pensions here," the grocer said to the customer who stood waiting. "I don't know what they would do only for the pensions."

"Yes, the men seem to die first," said the other.

"And seldom leave anything for the widows," continued the merchant.

The customer bought his cigars and went away, leaving the merchant gazing meditatively out of the display window, the old book-keeper standing by his side, with his spectacles high up on his forehead. It was a tradition in the store that the old book-keeper could not think if his spectacles should slip down off his forehead.

"There goes your new account," said the old book-keeper, pointing with his pen to the old lady, just crossing the street.

"Nice old lady," said the merchant. "She never asked for credit before."

"I can tell you why she asked for credit now," the old man continued, "if you care to know."

"Of course I care to know. I am always interested in what concerns my customers."

"She's been spending her last money—the last out of the March pension—on a livery rig!"

"A livery rig!" repeated the merchant.

"Sure thing!"

"Well, what about it? What for?"

"She's gone in partnership with another new account of ours and hired a one-seated single rig for Memorial Day."

"Going to join the procession, eh?"

"Oh, I don't know about that, but she wants to get out on that day, and see the parade, and hear the speaking, and see the soldier boys drop flowers on the graves. She is too old to walk around all day."

"Well, I'm glad she got the rig," said the grocer. "If she'd 'a' told me I'd hired one for her. It seems to me that the widows have little consideration shown them."

"That's right," said the old book-keeper.

"They did just as much for the Union as their husbands did," contin-

ued the grocer, "and ought to be remembered on Memorial day!"

"I thought you'd get to the point before long," said the old book-keeper. "Yes, they ought to be remembered on Memorial Day."

"Suppose," began the grocer, "suppose—"

"All right," observed the other, "I'll help!"

He knew the grocer well enough to know what he was going to say.

"Of course you will," laughed the grocer. "And you are on the Grand Army Committee and I'm on the Citizens' Committee, so I don't see why we can't make a go of it. We can try, at least."

"Just what are you going to try? I thought from the way you began that you wanted to have these old ladies have a part in the celebration of Memorial Day. Is that what you were about to say?"

"Exactly. How shall we go about it?"

"Oh, just talk it."

"You are right! No one will have the nerve to kick about the extra expense," said the grocer.

"You have something in your mind?" asked the old man.

"Well, I thought I'd like to see these old ladies collected early on the morning of that day and put into automobiles and shown the town!"

"That's the ticket!"

"Then they can go in the parade—in the place of honor, mind you—and so on to the speaker's platform."

"Perhaps they wouldn't care for the speaking."

"Well, they'll like the music, anyway."

"And then?"

"Why, fill their laps and arms with flowers and ride them in the autos out to the cemetery with the Committee and let them decorate such graves as pleases them."

"That's another good idea. It will be a new thing having ladies in the parade, ladies in motor cars and the place of honor."

"It will be a good thing!"

"Yes," said the other, "I think it will!"

"And then what?"

"Well, they've got to go to the cemetery behind a band and come back with one. It would look lonesome to see them riding about without a band!"

"That can be fixed."

"And then they've got to be taken to the best hotel for dinner!"

The two men thought over the scheme for a long time, and then the grocer said:

"I'll give the use of my automobile!"

"Then the rest will," said the old book-keeper.

"And I'll pay my share of the band expense. These ladies must have a band of their own, one that will play all the time, and will keep going while they are eating dinner at the hotel."

"When we took our girls out," said the old man, "we used to try to do it up right. These are the city's girls on Memorial Day!"

"Correct!" declared the merchant, "and we'll do it right."

"It will be a novelty, anyway," said the book-keeper. "We'll draw a big crowd to town just on the strength of the parade by the widows of the old soldiers."

"And the wives of the soldiers who still live?"

"Let them come, too. Who cares for expense?"

It seemed, on presenting the proposition to the two committees that no one cared for expense. From that day on all that was talked about in connection with Memorial Day was the time the ladies were going to have.

They were not going in old rigs, like the others. They were going in automobiles, gay with paint and keyed-up to run as fast as the cops would let them. Nor were they to be dumped out at the speaker's stand and left to make their feeble way home! They were to be sent to the cemetery with oceans of flowers, and sent thence to the best hotel for a dinner prepared especially for them.

And the band was to play while they feasted!

It was all carried out just that way, and no one thought of the old women as objects of charity on that day. It was their day. They had not fought any battles with guns in their hands, but they had fought battles with poverty while the bread-winners were handling the guns!

And the ladies had the time of their lives. The day was fine, and the streets were sprinkled, and the motor cars were just right, and the dinner was the best that ever was gotten up for any one.

If you ask the people of Helms-town what they are going to do next Memorial Day, they will tell you that they are going to look after the widows and wives of the soldiers as well as after the veterans themselves.

"They deserve recognition one day in the year!" said the old book-keeper, and the merchants of the city will tell you the same thing.

Now it might be a good thing for the business men of other cities to place their motor cars at the service of the old ladies on Memorial Day. One day wouldn't make much difference with them. They can ride about the city any old day.

It would make a lot of difference to the ladies. And there ought to be a band, and a ride in the procession, and a dinner at the best hotel, and a ride home after that.

Well, you all know how to give a lady a good time! Just refer this matter to the committees now arranging for Memorial Day, and see what can be done for the wives and widows of the old soldiers!

It will be a New Memorial Day for the ladies, and that will be something. They have stayed at home on such days long enough. Give them a chance!

Alfred B. Tozer.

Can't Lay On.

Grouchy Visitor—Where can I get hold of the boss?

Office Boy—Got me! He's bald, got no neck to speak of, greases his boots and wears such tight trousers that you can't get a grip on him anywhere.

A Possible Vacation.

We have always insisted that the business man who fails to relax and take a vacation from his work in some manner shows a false conception of the urgency of his business and is foolishly burning the candle of life at both ends.

There are few retailers who are really unable to take a vacation of several consecutive days, no matter how large their business, yet we are aware that there are sometimes circumstances which forbid absence from home and from business for any length of time sufficient to afford enjoyment and recreation. Such circumstances compel either close attention to business without cessation or recreation obtained in small quantities, at irregular times. We do not believe any man is justified in attending so closely to business as to never think of dropping it from his mind even for a day.

We have in mind one merchant who was unable to leave his store for a period long enough to take an extended trip or even to go for a few days to a resort or into the country. He could not leave town over night, even during an entire summer. Despite that he took a vacation which proved of great benefit to himself and his family; in fact, as he has expressed it, he became really quite well acquainted with his family during that summer and they have been good friends ever since.

During ten weeks of the summer one day of each week was set apart for his vacation to the extent that he left his store from about 9 in the morning until 5 in the evening. During those days he drove with his wife and three children somewhere out into the country, where they either picnicked or bought their noon-day meal of a farmer.

Such a vacation is entirely possible to the busiest man and the cost of it in time spent for relaxation is a very reasonable means of putting new energy into business doings.—Dry-goodsman.

Abattoir for Lansing.

Butchers, business men and investors of Lansing are seriously considering the organization of a stock company for the erection of an abattoir which shall be complete and scientific in every respect. If the effort succeeds probably \$30,000 will be expended. Those at the head of the movement are considering a site on the southeast corner of the McCammon estate, lying adjacent to the Grand Trunk Railroad. They are trying to interest every meat market man in the city by asking all to invest something in the proposed abattoir. Others not actively engaged in selling meat will also be asked to join in the investment.

There are natures whose whole humanity centers in their own family to the exclusion of every other human being—and such natures consider themselves paragons of virtue.

Those bidden to our joys are often conspicuous by their absence at our sorrows.

Washington Crisps

First in Quality First in Quantity

First on the Breakfast Table

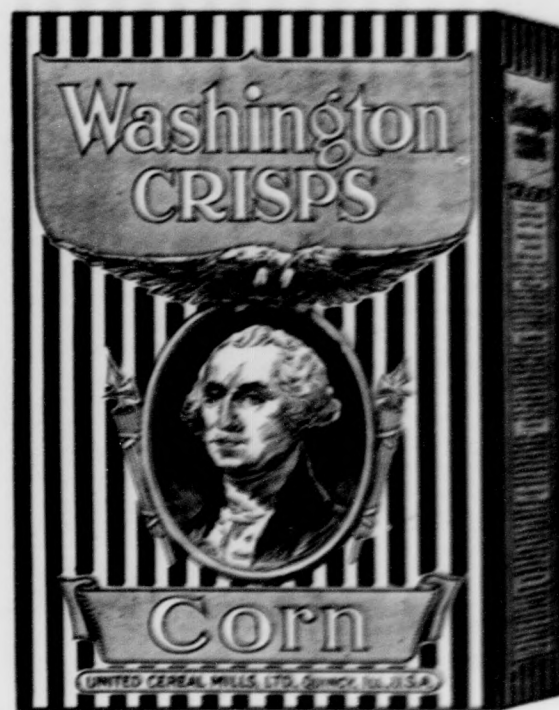
A Revolution in Cereals

This beautiful package is a work of art. The biggest value ever offered by a retail grocer to his trade.
It will attract customers to your store.

10c

50% Larger Package

Than any other brand of Corn
Flakes ever offered to
the consumer



Gives your customers more
for their money and a

Better Quality

Than any other Cereal Food,
under any name at any price

Be the first in your town to give your customers

The Big Quality Package

for 10 cents---the price of a little one

36 packages per case—cost you \$2.80. Your profit the same as on the little package of ordinary Corn
Flakes. Order from your jobber today—NOW.

United Cereal Mills, Ltd.

Chicago



HENS ON THE FARM.

Why All Farmers Are Not Poultry Men.

Written for the Tradesman.

We frequently come across items in our newspapers recommending farmers to keep more hens and thereby increase the receipts from their farm products. Some writers say every farmer ought to keep at least 200 hens, while another says the farmer could keep 600, and from them could make a clear profit of \$1,000 a year. Still another item reads like this: "Five hundred hens can be kept on an acre of ground, and from each hen a profit of from \$1 to \$2 per year can be made. Give the hens the acre, and they will do the rest."

It is a good thing for the country at large that every farmer does not heed such advice and start in at once keeping flocks from 200 to 600 in number. If they did there ought certainly to be plenty of eggs for the consuming public and the price of fowls and eggs might be much lower. But how about the price of bread and oatmeal?

In one year 200 hens could eat 400 bushels of wheat, if fed on wheat alone. If fed wheat, corn, oats and barley, an average of 200 hens on the average farm would leave no grain whatever to be sold off the place, and would limit the number of horses, cows, sheep and hogs which could be kept.

The farmer must keep enough horses to do his farm work and raise grain for his hens. He ought to keep enough cows to supply his own family with milk and butter. If he prefers pork, beef or mutton to eat instead of chicken all the time, he must raise the animals and must have grain to feed them. If the farmer sells no wheat, corn or oats the city people can have no bread nor oatmeal, although they may have plenty of eggs and chicken.

Some people think that because the farmer has plenty of room for hens, that because his grain costs him less than it does the poultryman who has only a small patch of ground and must buy all his feed, and that the grain will bring more money in eggs than it would to haul to market as grain, therefore he should keep more hens and make more money thereby. Why does he not do it? Because he sees more than one side of the question, and he knows his limitations as well as the possibilities, and is not easily drawn into every new venture which promises big profits.

Many farmers are such from choice, and they realize that they must give study and attention to

every branch of their work to make it profitable. There is a limit to the number of lines which they can successfully handle. There is another point which many farmers even do not sufficiently consider, and that is the cost of keeping horses. He must have enough horses to do his farm work and the horses must work nearly every day from early spring to late fall to earn their feed for a whole year. The farmer has his cows to milk, pigs to feed, horses to feed and harness while his breakfast is being prepared, and then he must get right to the field and do a day's work with his team, not only to make them earn their keeping but to get his crops sown and planted in season.

On rainy days he can occupy every minute in repairing tools, machinery or other necessary work. He always has several jobs waiting for every odd spell when he is not doing team work.

Many a man with good business ability is not able to figure out how he can get enough off his farm to pay a hired man besides his own family living and other necessary expenses. If he hired a man he could keep everything in shape about the place, do the marketing, help in the field when two men are required and have some time to care for hens. But in order to make poultry bring a generous share of his income he must practically learn a new business. To give it the care, time and study required he would very likely neglect other branches. If he tries to handle too many lines he will likely lose on some or all.

Furthermore, many a farmer understands that hens need care as well as other live stock. A few hens may pick up the most of their living and return some profit—with very little care; but to increase the flock beyond certain limits means loss. Not every man is adapted to poultry keeping. Some would not engage in it if they knew they could double their yearly income. They do not like the work. It is too petty for a man who likes to do things by wholesale. When a man can clean up from \$500 to \$1,000 a year from a flock of sheep, can sell fifty tons of hay, twenty fat cattle, twenty-five or thirty hogs or several hundred bushels of grain at one time he is doing well enough. It is all right for him to leave the poultry business to those who are not physically able to do the heavy work which he is fitted for.

Many farms have too many hens already for the time and attention which it is possible to give them. Many a farmer would be money ahead if he had not a hen on his place.

From thirty to fifty fowls could be kept and properly cared for by the wife, daughter or son and a good profit made, while if they attempted to keep several times that number there would be no profit at all—no pay for their labor.

No one who knows anything about hens and the conditions on the average farm will honestly deny that there is great opportunity for improvement. Every farmer could build a good hen house and scratching shed. He could subscribe for a good poultry journal and he and his family could learn to care for a small flock and make it profitable. He could do that much without neglecting the farm work proper.

The poultrykeeper to be successful on a larger scale must be first, last and all the time a poultry man or poultry woman. This is a day of specialties, and many fail because they try to spread their efforts over a wide field or attempt many lines at the same time. Before one attempts to keep from 100 to 500 hens, let that person first learn how to properly feed, house and care for a small flock. Then, even, there is danger of increasing the flock faster than one has proper buildings and facilities for its care.

E. E. Whitney.

Same as Ever.

"There was a fat man on the platform of a trolley car smoking a big cigar in contentment when another fat man, also smoking a big cigar, got on.

"Hu!" exclaimed the first.

"Hu!" replied the second.

"I used to ride on the same car you did last summer."

"Yes, I noticed you."

"You always got an end seat on the open car."

"So did you."

"And I had to climb over you."

"And I over you."

"You were a hog, sir!"

Ditto!"

"And I suppose you'll be a hog again this summer?"

"And I suppose you will?"

"Yes, I will!"

"And so'll I!"

"Oh, if you weren't a human hog I'd—"

"Fares, please," called the conductor; and in their perturbation they paid a second time and got off three blocks short of their destination.

Joe Kerr.

A building made of compressed paper houses a large restaurant in Hamburg.

ESTABLISHED 1894

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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.

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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

WITHOUT A FISH.

All the Result of Losing the Bait.

Written for the Tradesman.

It is now the beginning of the fishing season, and this, connected with that other fact that the base ball maniac is beginning to sprout, necessitates a lot of thinking on the part of the ordinary citizen. There's a time for all things. It is not good to let pleasure cause one to neglect his business as some men do.

"There are cranks and cranks," said Solomon Fargood, shaking a frosty head. "I've seen the time when I was as big a one as the next man—a fishing crank at that."

"Which is even worse than the base ball rooter," suggested rather than asserted Simon Suggs, the village drayman. "Now, in my business I don't get time to make quite such a big fool of myself as some of the merchants do. There's Drake and Balford got up at midnight and drove fifteen miles in a cold rain storm to angle for trout on the opening day of this season. A crazy piece of business I call it."

"Well, I don't know," hesitatingly. "These young fellows who stand behind the counter six days in the week require some out door sport to build up their physical and moral stamina."

"How does it build up either to go without sleep, ride in an open buggy through wind and rain, stand around under dripping foliage, get chilled to the marrow, ride home in a blizzard, contract a cold that six months' doctoring won't remove for the sake of getting out and having what some folks call sport? Not any for me, thank you."

"Doubtless had the gentlemen you refer to foreseen what the weather was to be they would not have ventured," suggested Mr. Fargood.

"Oh yes they would," gruffly declared the drayman. "Why, in less than a week, with both of them near ill from the effects of that foolish trip, they went again, to another creek of course. This time the weather was cold enough to freeze ice an inch thick. They stayed two nights and a day getting three measly little trout to pay for six dollars worth of time and livery fees. I call that plumb idiocy."

"Oh, well, that is as one looks at it of course. Now I think a person may be rational about his recreation as about anything else. Speaking about untoward events in the fishing line reminds me of a little episode in my own experience. I wasn't always on the road as a medicine drummer, don't you think that for a minute."

"I have always connected you with extracts and liniments," laughed the drayman.

"I have been in the business a good many years I admit, but I was a small fruit farmer first."

"Isn't that reversing the usual order of things?" asked Suggs.

"In what particular?"

"Why, it's been my experience, or rather my observation that the town business comes first. The store-keeper or traveling man tires of city life and as soon as he can command

a sufficient surfeit of shekels he goes into the country and buys a small farm on which to experiment next to Nature's heart so to speak. You know how it is; we are reading about it every day."

"Quite true. However, I am the exception that serves to prove the rule," declared Fargood. "I got tired of the hard work on the farm and was glad enough to sell out and buy me a little place in town. I have never regretted the change either. I live easier, get more sleep and am making fully as much money. Oughtn't I to be satisfied?"

"Why, yes, I suppose so, only it seems a little out of the ordinary."

"Perhaps it is. It was while we were on the farm that Evelyn and I took it into our heads to go on a trout fishing trip. We lived only two miles from Rock creek said to be alive with the speckled and rainbow beauties. Although we had lived seven years so near a trout stream, wife and I had never found time to go. In fact we had to select Sunday for our first trouting trip.

"I secured the best fishing tackle to be procured at the crossroads store, dug up a pint of angle worms, confining them in a baking can on Saturday night. If we don't get any fish we'll certainly have some fun I told my wife and she quite coincided with my views. We were up early that memorable Sunday and set out for the scene of expected victory before the sun was very far up the eastern sky."

"Cold enough to freeze a demon too, no doubt?" suggested Suggs.

"On the contrary it was an ideal day; rather warm if anything. We tramped through a dense second growth, went down into a gully, up again to the level land beyond. It was something of a hard climb, my wife being of the full habit was forced to sit down and pant till rested, after which we proceeded on our way, meeting with no mishap till we reached the summit of the bluff overlooking Rock creek.

"Mercy!" exclaimed Evelyn, when she gazed down into the deep gulch. "Do you suppose we can ever get down there? It must be over a hundred feet." She was right about the depth of the cut, and the hill was pretty steep. We walked along, seeking a good point for our plunge to that stream below. Walking, slipping, sliding, catching here and there to small bushes, we finally descended to the edge of the water. The creek at this point ran very close to the hill consequently our foothold was not the most secure in the world. Evelyn was as red as a beet and puffing like a winded hound when she fetched up against a tree near the water's edge.

"I first baited her hook then my own. The baking can filled with bait I sat down at the roots of a tree which held it from slipping into the creek. Going a rod down the stream, bracing my feet against a stone imbedded in the hillside, I cast in my hook. Two minutes later I had a bite. I gave a careful jerk, then a steady pull. I had hooked a big fellow. Visions of a sizzling trout din-

ner danced before my eyes. Then too, the fact of my making a big catch would be something to be proudly mentioned to my city friends who came down sometimes to see us during the summer.

"I've got one!" screamed my wife, tugging at her pole. She had spoken the truth I think, but just then a scream, followed by a shooting female form, an accompanying splash and I knew what had happened. I dropped my pole, scrambling to the rescue of Evelyn. Here was a deep hole and both of us got completely soured before her rescue was effected.

"I soothed my wife as best I could. She looked the draggled nymph all right in her wet garments, while I was rather sorry looking myself in tight clinging overalls and denim shirt. I urged the wife to be of good cheer since we had struck a fine field for our labor and a little wetting need not prevent our bringing home a big string of fish."

"And you did get a nice mess, no doubt?"

"Not a fish, my boy."

"Why—"

"It was this way. The fish which I had lost had taken the bait; Evelyn's hook was in the same condition. When I went to rebait them what I found made me mad enough to swear."

"Your bait can had rolled into the creek and sank to rise no more!" chortled the drayman.

"Even worse luck," affirmed the grayhaired medicine drummer. "The can was there all right. When I nervously turned off the cover I found the can empty."

"Empty? How could that be—"

"In only one way. In my haste to get to fishing I must have let fall the worms, putting the cover on an empty can. Searched everywhere, but found not a single worm. We had to drag ourselves up the hill, back home, tired, wet and hungry, without a fish.

I was mad, so was Evelyn. I sold my farm the next year and have not been trout fishing since." J. M. Merrill.

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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.

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We Sell Millet, Hungarian Rape Seed and Alfalfa Clover

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Both Phones 1217

Grand Rapids, Mich.

Detroit Produce Market Page

Detroit Butter and Egg Board.

Detroit, May 23—Butter—Receipts, 192 packages.

The tone is strong.

Extra creamery, 21c.

First creamery, 19c.

Dairy, 15c.

Packing stock, 13c.

Eggs—Receipts, 2,214 cases.

The tone is strong.

Current receipts, 15½c.

Receipts continue heavy. Storage packing will be light from now on. The quality shows some heat and with the continued hot weather receipts in general will show heavy loss off.

New York.

Butter—Receipts, 7,326 packages.

The tone is firm.

Extra creamery, 21c.

Renovated, 16@16½c.

Packing stock, 14½c.

Eggs—Receipts, 21,710 cases.

The tone is steady.

Extra fresh, 17c.

First fresh, 16@16½c.

Refrigerators, 17@18c.

Chicago.

Butter—Receipts, 15,222 packages.

The tone is strong.

Extra creamery, 21c.

Packing stock, 14c.

Eggs—Receipts, 25,017 cases.

The tone is easy.

Prime first fresh, 15c.

First fresh, 14½c.

First refrigerators, 13½c.

R. Hirt, Jr.

Food Supplies Are Equalized by Cold Storage.

From different states we see reports of the introduction of cold storage bills in the legislature or of the probability of the passage of cold storage bills. Ohio is confronted with such a probability, as are Massachusetts and New York, and several other states.

While eminent publicists are putting forth profound treatises on the cost of living they should turn their attention to the effect which these proposed laws will have, if enacted, upon the cost of living. There is nothing, we believe, that is more directly and intimately associated with the cost of living than the cold storage business. So far as we have observed, the effect and the intent of these bills are to interfere with and hamper the cold storage business, ostensibly in the interests of the public, either with the mistaken idea that an espionage and a restriction of cold storage business will prevent manipulation of supplies and the consequent arbitrary advance of prices, or for the ostensible purpose of protecting the public health.

These two suppositions are entirely wrong, as anyone not prejudiced must see by looking into the subject. A few days ago a grocer very bitterly criticised an editorial in a trade paper. He was very denunciatory and used some very condemning language. On investigation it was found that this grocer was not a subscriber to the paper and he probably had never read the editorial. That is about the situation with the majority of people who tell what they know and what they do not know about cold storage. There is a mistaken impression among a certain class of people that meats, we will say, poultry and eggs, put into cold storage are in some way subjected to an embalming process. Now, the process of preservation in cold storage plants is as far from anything that the undertaker ever dreamed of as the North is from the South. A cold storage plant simply holds in suspension commodities that are placed in its different rooms. They are subjected to the degree of cold necessary to keep in a normal state of freshness. They may be frozen solid as flint or they may be simply kept cool, according to the nature of the article. Refrigeration or cold storage will not preserve or render fit for food anything that has decayed or begun to decay. Consequently, whatever is put into cold storage must go in perfectly fresh and in good condition, and so it comes out.

Were it not for cold storage there would be a glut of commodities at one time and a dearth of them or a famine another. There was a time within the memory of some of our oldest inhabitants when apples were scarcely procurable after the first of January. Fresh meat was possible only once or twice a year or at certain periods. Fresh fish was procurable only immediately after it was caught, everything had its season, and at all other times of the year they were absolutely unprocurable. Cold storage has changed all this. Everything, about everything, eatable has been rendered seasonable all the year by cold storage. In the early days when the population was smaller, feeding the people was not a problem, but be it understood that in the future the problem in this country is going to be to feed the people of the country, and it is not only going to be a problem but a question, and the question is going to be, How are the people to be fed? Heretofore, almost to this very day, we have been lavish producers of food articles. Feeding our own people has been a sort of a side is-

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

COLD STORAGE
AND FREEZING
ROOMS
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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

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Highest Price for Eggs
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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.

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Wholesale and Commission Dealers in Butter, Eggs and Cheese

26-28 Market Street, Eastern Market

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We buy EGGS, DAIRY BUTTER and PACKING STOCK for CASH

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

sue, and we exported millions and millions of dollars worth of food abroad every year. Has it occurred to any of these great declaimers against the conservation of food by means of cold storage that the United States will not be much longer an exporter of wheat? We suppose that there is no one who does not know that the United States has been the greatest wheat exporting country in the world, that is, she was until Russia and Argentine began to export so largely. She ranks now as one of the three greatest exporters of wheat in the world. But she will occupy the position of wheat exporter not much longer. She will be importing wheat for food from Canada and from India and perhaps from Russia.

It is a question of conservation with the food supply as with everything else that enters into human life and human economy, especially in this country.

Anything that limits the scope of cold storage will operate to produce waste at one time and famine the next, ruinous and unprofitable prices one minute and exorbitant prices the next. Legislation against cold storage will defeat the very end which it seeks to bring about. People will be eating unwholesome and half decayed food to-day, and they will be hungry with insufficient food and exorbitant rates to-morrow. If we have seen an example of the high cost of living already, with the serious interference of the cold storage business, we shall see something which will make all that we have experienced seem very pale and gauzy.

We wonder if anyone has any idea as to the extent of the cold storage business in Boston. Last fall, in October, when statistics were being compiled, there were between four hundred and five hundred thousand cases of eggs in cold storage in Boston, be it remembered, against the annual resting spell of the hen, when she would produce no eggs. Without such stores there would be a season of the year when in the great cities eggs would be absolutely unprocurable.

The cold storage interests do not oppose legislation regulating their business, and we have no doubt but that Federal legislation regulating cold storage is sure to come. Those engaged, as we have said, in the cold storage business, are not opposed to the placing of proper regulations or restrictions around their business, but in the discussions on the various state and National laws that have been up for consideration, during the past few months, sight in many cases seems to have been lost of the great benefits that have accrued to the people of the country as a whole from the system of storing goods during times of plenty for use when the supply of fresh stocks is not sufficient to meet the demand. All the cold storage interests ask is that laws applying

to them shall be fair and reasonable. The public will serve its own interests by familiarizing itself with the cause and effect dependent upon cold storage, and see to it that nothing is done which will entail suffering in the future. It seems to us that it is perfectly plain and not at all difficult to understand. Of all things we ever heard of we think that there will be the least excuse for passing an absurd law applying to cold storage of anything that has arisen in the line of legislation in the history of the country.

World Threatened With Wheat Shortage.

An English authority is asserting that the impending shortage of coal and wood and iron supply of the world is sinking into insignificance when compared with the menace in the world's impending shortage of food. Some of the figures quoted from other authorities who have considered no more than the wheat crop of the world in its relation to an increased and increasing population of the wheat consuming nations have at least the interest which attaches to huge figures.

Maj. Craigie, for example, shows that the population of Eastern and Central Europe has increased from 167,000,000 to 267,000,000 within the last seventy years, while the wheat acreage has diminished within this territory. He says that in the first five years of the twentieth century Great Britain, Holland, Belgium, Germany, and Italy imported 400,000,000 bushels of wheat, one-half of it from Russia and the rest from other eastern countries. But the non-European countries contributing this wheat have tilled 15,000,000 acres in order to produce it, and the heavy cost of shipment has been added to its cost.

It is shown that while the yield of wheat in the United States has increased enormously, its population has increased to such proportions that this country has less and less wheat for export. Further, speaking of the new Canadian northwest, the authority suggests that if the wasteful methods of the United States are to be followed there, not even that virgin soil promises a long continued certainty of supply.

Two years ago Prof. Sylvanus Thompson showed that the wheat acreage of the world was 240,000,000, producing 3,000,000,000 bushels a year, and placing the per capita consumption at 4.5 bushels for the wheat consuming peoples. In round figures, therefore, the wheat production was sufficient for 600,000,000 people in 1909, while the professor's estimate of the wheat increase in 1921 would be only 11,000,000 bushels, while the population in that year would be 819,000,000 of wheat eaters.

At the most, the argument against this early poverty in wheat foods is

that with the increasing value of wheat lands the farmer will raise his average production to the acre through the automatic cutting down of his farm boundaries. As to the time when we shall be wheat hungry, however, there is no answer.

Side Lines For the Home Woman.

The retired business girls, or those who have seen better days and would see them again, may some time have occasion to look over their lists of odd side lines for women, or such occupations as can be carried on comfortably at home.

If you have a skillful hand and are looking for immediate profits, human hair weaving ought to appeal to you. If you live in a country town and have a monopoly of this kind of work you can, by a little advertising, get plenty of orders to keep you busy. The large demand for hair goods nowadays is decidedly in your favor, and your nervous, anaemic friend who complains that her beautiful locks are thinning out awfully—probably because she has been wearing too many rats—will be your first customer. For she has saved every hair that comes out and will bring them to you most hopefully.

Two or three weeks of apprenticeship with a good hair worker would suffice to give you a start. You will have nothing to do with dyeing, washing or matching Japanese hair, so the most important thing to learn is the German and French weaving and the long and short stem mounting. A hackle and a mounting frame are all the machinery you need. As genuine human hair work is expensive you can charge from \$2 to \$10 for each finished article. Once the knack is acquired the work goes on rapidly.

Designing new and original patterns for embroidery, stamping and transferring them on waist fronts or the like for your customers offers a good field for any one with drawing and inventing ability, especially when you can afford to open an embroidery shop in connection. Hand embroidery on wearing apparel continues to be popular, and since the Swiss and imported French embroidery is so expensive your plain domestic kind should at least bring a good market.

One woman got an inspiration from an old hand loom which her grandmother had used for weaving rag carpets. When Ingrains and Brussels had put the loom out of business it was used only for private weaving, a knowledge of which always remained in the family. With a revival of rag carpet weaving in the shape of small bedroom and summer rugs the grandchild, aged 35, again got the loom in working order. The arts and crafts idea was strong in her mind. She solicited orders for small rugs and incidentally preached her opinion on the revival of the hand arts.

Now she not only makes rugs but

weaves portieres and couch covers out of silk and woolen rags. Some are unique in pattern, and her art has advertised itself among those who delight in Colonial effects and a revival of styles.

Another home woman makes a specialty of tracing genealogies. She sends her cards and circulars to families of suddenly acquired wealth who would like to have a family tree. When she receives a new commission and has gone after the necessary particulars from those concerned she consults six thick volumes of genealogies and peerages and then sends personal letters of enquiry with advertisements to localities where the ancestors were supposed to have lived. In some instances she appears in person to investigate court records. The work is difficult and trying, but the rewards are usually proportionate when she can trace the ancestry far. There are so few in this field and her customers are generally able and willing to pay, so that she makes a good income and has leisure besides.

The Hen.

The hen is such a cheerful bird,
I think of her to-day,
And as she lays so many eggs,
I'll sing to her a lay.

From dawn to dusk, on busy days,
She's always up to scratch,
And when she's brooding on her nest
She has some plot to hatch.

Her language is a little harsh,
Her voice is sharp and raw,
But it is very sweet to hear
Her saying "out-der-qua-a-a-aw"

She never has been noted for
A surplussage of brains,
Folks say she doesn't know enough
To go in when it rains.

She may not know so very much
As learning goss, and yet
Without her we could never have
A Spanish omelet.

Kind nature has endowed her with
A genuine rubber neck,
And when she wants some corn to eat
She goes and takes a peck.

Her natural temperament is calm,
And placid is her mind,
Though she gets quite excited when
A dog comes up behind.

She always takes what comes to her,
And doesn't blame her luck,
If she has but one little chick
To summon with her "cluck"

And she is most persistent too,
If she can only get
A fourtenth, she will start right in
To hatch a flunter set.

In short, she is a useful bird,
For ages she has tilled
To please us, and we like her best
When six months old—and hatched.

A Merry Wag.

"Yes, he's a merry wag. The last time he went to Mexico his wife asked him to bring back some of the embroidery work for which the country is famous. When he reached home he handed her a box containing a half dozen human teeth."

"Mercy," she cried, "what's this?"
"Mexican drawn work," he trippingly replied.

He who tells you, "I care not for public opinion," contemplates defying the proprieties.

For every ton of gold in circulation there are fifteen tons of silver.

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.

The Heart of a Child

[Grand Rapids, May 23—I enclose a poem written by our old friend, Carpenter, shortly before his death. It was presented to me by Mrs. Carpenter. Theodore was a great favorite with the children, and when he returned from his work he was invariably surrounded by little ones who clung to his hands and his coat skirts while he walked from the car to his house. One little girl, Dorothy, was a favorite, although he tried to treat all children alike. When he died, Dorothy remarked in all seriousness: "Mother, when I die and go to heaven I shall find one angel there I will know, Mr. Carpenter."—Arthur S. White.]

Long ago, long ago, in world-madness,
 When spirit and heart were aflame,
 I lost the rare secret of gladness
 And wagered my all in a game.

I lost in the game; but I count it
 No loss, for I turned it to gain.
 No loss but strong will can surmount it,
 And courage is offspring of pain.

Up and down through the world I have sought it—
 This jewel more precious than gold;
 So precious that gold never bought it—
 So precious it never was sold.

Earth's highest, earth's lowliest places,
 Alike were the haunts of my quest.
 Everywhere I found care-furrowed faces
 And hearts that were pining for rest.

I turned away heartsick, unhoping,
 From a world by sorrow defiled,
 When lo! in the midst of my groping,
 Dawned on me the face of a child.

As I looked in her eyes, soft and holy,
 A vision of joy I beheld,
 And surely, and sweetly, and slowly,
 The gloom of my heart was dispelled.

Ere her innocent prattle was ended
 I found it the speech of the wise
 All the loves of the universe blended
 In the ultimate deeps of her eyes.

With the lore and the wisdom of sages
 My soul was enriched and beguiled;
 I have garnered the wealth of the ages
 From the dewy-sweet lips of a child.

From the lips of a child I have learned it—
 The secret that gold can not buy;
 Through the eyes of a child have discerned it—
 The love-light that never can die.

And the halo of hope is around it;
 The quest was not futile nor wild;
 For the jewel—at last I have found it
 In the crystal-clear heart of a child.

Theo. M. Carpenter.



THE grocer really doesn't want to sell bulk starch.

He realizes the trouble and loss in handling it—scooping and weighing and putting it in a paper bag, to say nothing of the little broken pieces which settle

at the bottom of the bin and which he can't well serve to his customers.

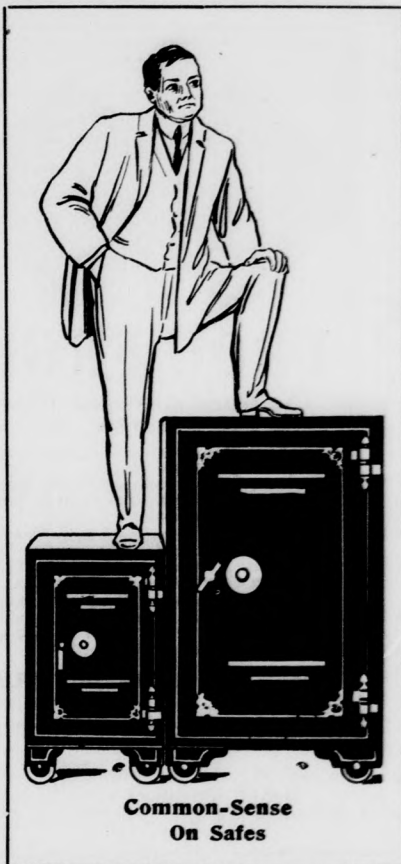
But what is there to take its place?

Argo—the perfect starch for all laundry uses—hot or cold starching—in the big clean package to be sold for a nickel. That's the answer.

You don't have to explain it but once to your customer—If she tries it, she'll order it again. To sell Argo—stock it.

CORN PRODUCTS REFINING COMPANY

NEW YORK



We Employ No Salesmen We Have Only One Price

Yes, we lose some sales by having only one price on our safes, but that is our way of doing business and it wins oftener than it loses, simply because it embodies a correct business principle.

IN the first place our prices are lower because we practically have no selling expense and in the second and last place, we count one man's money as good as another's for anything we have to dispose of.

If You Want a Good Safe—

and want to pay just what it is worth and no more

—Ask Us for Prices

Grand Rapids Safe Co.

Tradesman Building
Grand Rapids, Mich.

PLAYING THE GAME.

Why Business Should Be Done on the Square.

John Horn was a salesman. He was a true student of human nature and had that talent for selling goods which not one of the other salesmen connected with his house could touch. He was regarded by his employers as a man absolutely trustworthy in any affair and his customers held him in very high esteem. John lived in Chicago but his road trips took him away for sixty to ninety days at a time. He was a frank, honest fellow and was regarded on all sides as a hail fellow, well met.

John had just been called home on account of the illness of his wife, who had been more or less of an invalid for years. He was worried, and his nose, too, had been kept close to the grindstone in paying for medical service. He had purchased a home in one of the suburban towns and had still a mortgage hanging over it.

On the day on which our story opens, John had taken himself to the downtown district to purchase a hot water bag and some other accessories for the sick room. He was in anything but that frame of mind which makes one feel that life is worth living, and he had the additional feeling that his firm would "call him" for being away from duty at a time when business was most pressing.

As he strolled along the busy thoroughfare he kept turning in his mind his plight, and had reached the corner of Clark and Madison streets when he was intercepted, and before him stood a gentleman well along in years. He did not recognize the stranger and was about to turn out of his way when a package was thrust into his hand with the remark, "Meet me and return this package in the lobby of the Corn Exchange Bank a week from to-day at this same hour," and, at the same instant, the gentleman turned on his heel and vanished in the throng, which at that hour of the day was at its height. Startled and taken aback by the suddenness of the affair, John could hardly realize what had happened. He held in his hand a package, the contents of which he could not for the life of him determine. He was jostled on all sides, and wending his way along disconsolately, sought some place where he could ponder and think over the incident. When at his ease and in a convenient place, John withdrew the package from his pocket, where he had placed it, and opened it. To his amazement he found a stack of greenbacks in denominations of fives, tens, twenties and fifties. In all there was the neat little sum of \$1,000—a veritable El Dorado. At a time when money was tight with John and the horizon seemed to be full of dark clouds, he could hardly realize how he came into the possession of this bunch of money. What was the purpose of a perfect stranger in thrusting upon him such a sum of money? He could find no solution to the problem. What would he do? The money was practically his for the keeping and yet

there was a certain amount of the mysterious about it all.

In the quiet office of a firm not many blocks away from where John met this odd experience, sat Henry Godfrey. He had the appearance of a man who had staked his judgment and was waiting for the ring of a bell, as it were, to determine whether he had lost or won. Henry Godfrey was a rich man. He had many interests. He was a large stockholder in some of the most enterprising institutions of the city and yet, withal, a man of eccentricities. His most intimate acquaintances never could get to the point where they called Henry Godfrey their friend. He was a man of advanced business acumen and a shrewd dickerer in any deal. He had had the experience of many big employers in hiring men whom he required for positions of trust. Some of these experiences had proved sad. He had, the week before, been shocked to find his trusted Secretary, of twenty-five years' association with him, a defaulter, and was on the very verge of losing confidence in humanity in general. His eccentric disposition had prompted him to make a test to find an honest man and that test fell to the lot of John Horn.

A sorely tempted man was John. He had been in some mighty peculiar positions in his life but had never had his mettle tested as in the present case. He made his purchases in a cloudy frame of mind and returned to his suburban home. He kept the whole matter a secret and, for safety, the next day rented a deposit vault at one of the banks.

John's troubles seemed to follow one after another and he found in his mail one morning a summons from his employers to report at the office. Here he met with a pleasant greeting and after accepting a cigar from the sales manager and placed at ease, was informed that the interests of the house required a man to immediately take to the road for fear of inroads on the company's business by competitors. This decision was reached after closely considering the probability that John would not be able to leave his wife for weeks or even months and, naturally, the loss of salary would be a sequel to the employment of another man. While harsh and cold, John realized it was a warranted procedure when considering that there is no sentiment in the business world.

Weighted down by this additional trouble, John took himself homeward to find his wife almost in collapse on account of a sudden turn for the worse. The test of steel was no greater than to John. The doctor had recommended a change of climate for his wife and still rankling in his bosom was the pain of his old employer supplanting him on the road. The next few days were spent in gloomy retrospection and through it all the true character of the man asserted itself. He had firmly resolved to play the game to the end and play it on the square.

At the appointed hour, day and place, John betook himself and in his possession rested the package which

had been handed to him on the day just one week before. In entering the bank he cast a wistful look about but recognized no one. He had only to loiter a few minutes when he was touched on the arm and saw before him our elderly gentleman, Henry Godfrey. Without the slightest hesitancy or enquiry John at once proffered to Mr. Godfrey the package and was about to turn and leave the bank when he was, in rather a blunt way, requested to stay. A few minutes elapsed without a word from John or Godfrey. The features of Godfrey reflected pleasure, confidence and satisfaction. He had found in the throng of a busy street a man he thought was worthy of trust. He immediately unburdened himself to John and told him his entire reason for doing as he did. John had made a study of the man but could not realize the object or purpose he might have. Godfrey was not a man of many words. He presented his card and requested John to accompany him to his office. Here he unfolded in further detail the dilemma in which he had found himself in losing his Secretary and made a proposition to John to enter his employ which, it is needless to say, sounded very good to John. Godfrey did more than this. After learning John's plight and the condition of his wife, he presented him with the package of money which had brought them together and told him when he was again able to take up his work he wanted to make him an active member of the firm.

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cident and to-day John Horn is a mar- of wealth and is held in great esteem. Godfrey is like a father to him.

This story may appeal to some as fiction but the actual incident took place in the Windy City only a few years ago; noms de plume being used for the purpose of reciting a little object lesson — "Play the Game Square."—F. P. O'Brien in Practical Druggist.

Why Indolence Is Invariably a Poor Asset.

Written for the Tradesman.

"For a merchant to get into a rut is one of the most dangerous conditions imaginable. I have known men to start out with the brightest sort of prospects and wind up in the bankrupt court simply because the merchant fell into a rut from which he never seemed able to extricate himself."

It was Gerald Fortune speaking. Everybody knows him and everybody respects his opinion where merchandise is concerned, since the genial Gerald graduated some time ago into the leisure class, younger men taking his place in the store.

Fortune built up a splendid business out of a \$200 investment when a young man. His geniality won the public, and yet he was strong enough to say no when it became necessary.

"I don't know as I quite get your idea, Mr. Fortune," said the new grocer. "Some people think it a good idea to keep pegging away at one thing, calling such dogged persistence the acme of business genius. As for myself my observation leads me to believe that spreading out, avoiding the rut, sometimes proves rather an injury than otherwise."

"All of which may be true in a measure," assented Fortune. "I like to see a man persevere in well doing, but when his perseverance leads him to adhere too closely to the rut he is sure to lose out."

"Such has been your experience, Mr. Fortune?"

"It has."

"You no doubt are able to cite instances to prove your contention?"

"Dozens of them. I remember one case in particular. Randolph Withers was in the lumber business, running a store in connection. He made money and was forging to the front in a very satisfactory manner. His store was run after the manner of most such in an early day. It was a sort of offshoot to the main business and was never counted on as being a main stay. However, when his son grew into manhood, Mr. Withers conceived the idea of placing him at the head of the store business, which had grown to something worth while during the dozen years of its existence.

"Walter was a slow-going gawk of a lad, not much improved as a young man. He had inherited a lazy streak from his mother, shirking work whenever and whenever possible. The father had high ideas for Walter, the mother also, but these came to naught when, after three years at college, the boy came home, fat, dull-eyed and lazier than ever. The lumberman decided that the store was the only place where Walter could make good.

There was one condition, however, which Mr. Withers failed to take into account.

Times had changed since the days of the company store, with its big profits and selfish chance for greed. Other stores had sprung up, the backwoods settlement, dominated wholly by the loggers, was now a considerable village, with a high school, lecture course and many of the modern improvements. Walter was pleased enough to go into the store as its manager. He had imbibed a love for good clothes, cigars and fancy drinks; these he felt he could indulge to the limit while 'running the store.'

"The lumberman turned everything pertaining to the mercantile part of his business over to fat Walter, signifying his desire for the young man to make good for himself. There was on hand somewhere near \$20,000 worth of goods in the building when Withers turned it over to his son. 'I shall expect you to run the business in your own way, my son,' confided the lumberman. 'I shall be much of the time away from home. I trust it all to you. There's a nice chance to make good. Whatever the profit it belongs to you. I have only one word of advice: Keep down expenses, advertise judiciously and don't let the other fellow catch you asleep.'

"Now, what do you suppose was the result of that deal, Mr. Storms?"

"Why, the fat guy became dissipated and ran the business into the ground, of course. That is the usual way in such cases."

"Not exactly in this one," chuckled Fortune. "The lumberman was as good as his word. He allowed Walter full swing and for a time the fat boy did fairly well. He had five competitors, however, and this made the young merchant hump to meet them. He did at first. He advertised and looked well after the oiling of the machinery, but his lazy habits got the upper hand again, after a few months. No, he did not dissipate to any great extent. He made it a point to stay in the store himself. Had a tiff with the head clerk, discharged him and economized by doing his own head work.

"This proved the beginning of his downfall. The business dropped into a rut. Walter, sleepy-eyed, with a cigar tucked between his lips, lay sprawled on the dry goods counter, taking life easy. The spur which had for the first few weeks kept him going was withdrawn with the passing of the novelty of the situation. Walter fell back into the old groove, which played havoc with his trade.

"A woman customer coming in would stand waiting at the counter. Walter, who more than likely had been smoking and dozing, would arouse sufficiently to turn part way over, stare at the customer as much as to say, 'Well, now, what do you want, interrupting a fellow's nap?' The woman would rather reluctantly enquire after a piece of goods to meet with the rebuff, 'Haven't it, ma'am.' Half the time this would be the merchant's answer even when the goods were in a drawer near at hand. Whenever he felt too lazy to move, which

was more than half the time, his invariable reply would be, 'Haven't it, ma'am.'

"This sort of treatment soon disgusted the public and our fat merchant found his trade, which was considerable at the outset, rapidly on the wane."

"No wonder!" ejaculated the grocer. "The fat guy was a fool, that's all."

"No bigger one than a lot of others."

"I think he was. I never knew a man quite such a dunderhead. I think you must have invented your hero—"

"No, sir; no, sir," quickly avowed Fortune. "That fellow lived in my own town. Of course he lost out. He went to the city to live, after which I lost track of him. Doubtless he went eventually to the Legislature."

J. M. Merrill.

Explanation of Cat's Agility.

Most of us at one time or another have expressed our wonderment at the agility of the cat, which in falling alights invariably on its feet. The solution of the mystery is in the ability of the cat to revolve its tail rapidly enough and with force enough to recover its balance. But most monkeys, rats, and squirrels have the same aptitude in turning over in the air in case of falling. And from observations of these animals the like rapid rotation of the tail serves to bring the animal to the ground feet downward.

When a man tells you he never worries, you may be sure that his wife has to do it for both of them.

If you see a man who is glad he is bald, you can bet his hair was red before it fell out.

When a girl has a man to dinner her mother's only idea seems to be to make him ashamed of himself for not being in the family.

Some men think they have exhausted a subject when they are willing to bet about it.

ABUNDANT LIGHT AT SMALL COST



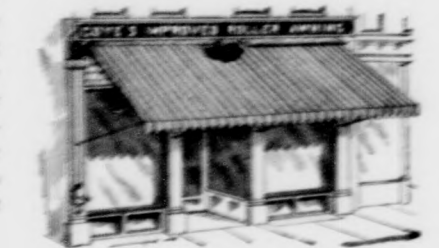
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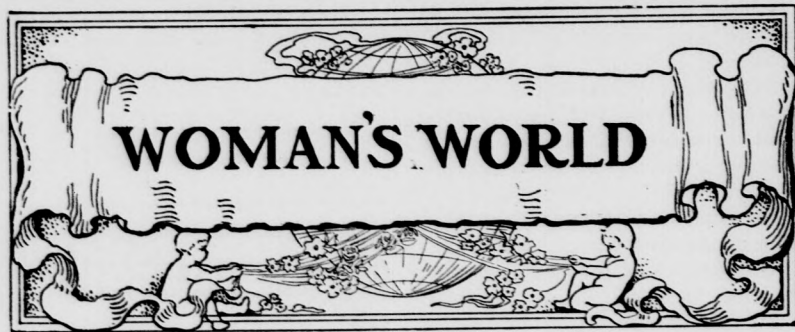
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Man Necessarily Has Same Liberty as Woman.

Written for the Tradesman.

Two matrons were enjoying a tete-tete in an alcove. "Yes, Marguerite has broken with Clarence Darrow." (Marguerite is a young lady well known to both.) "Of course they have been engaged a long, long time and every one supposed they were to be married this coming June, until a few weeks ago when Marguerite's mother let her friends know that the affair was all off.

"Clarence was very devoted to Marguerite — fairly worshipped the ground she walked on. They say he is badly cut up over it; but her mother declares Marguerite had become sick and tired of Clarence; got so she dreaded to have him call; and he called every evening. I guess—at least it is rumored—that there is another suitor for Marguerite's hand, a man whom she met when she was East last winter, more eligible or more fascinating or more something than Clarence. It seems a little shabby of Marguerite, one can not deny that; still, if she likes this other fellow better, I believe she has taken the wise course. If she is tired of Clarence now, what would her feelings be if she married him?"

"Oh, he will get over it all right," dryly observed the matron who had hitherto been only a listener. "You know 'man was made to mourn,' but you can not keep most of them at it very long."

Compare the above with the following:

"Is it not the most dreadful thing that Harold has jilted Nellie? After all this time and making her believe that he cared the whole world for her and never wanted to look at anyone else, he told her flatly he did not believe it was best for them to marry. I do not know what could have been the trouble."

"Some fairer face has caught his fancy, I presume. Nellie is just heart-broken and it is even feared she will go into decline. If she should die there are no two ways about it, Harold will have it to answer for. She looks so thin and pale, it's pitiful to see her. Her folks are going to take her away somewhere to see if they can not get her mind off from her broken engagement. How can a man be so cruel?"

These two conversations well illustrate the more lenient attitude of the popular mind toward the woman who breaks an engagement than toward the man who does the same—perhaps an unstudied compensation for the stricter code of morals in other re-

spects to which the gentler sex is held amenable as compared with the sterner.

In love affairs as in other things, a woman's right to change her mind is not disputed. By tacit consent it is included in the lump sum of her time-honored privileges. A girl receives a man's attentions, responds or thinks she responds to his proffers of affection and accepts his proposal of marriage. Then after a few weeks or a few months, presto change! She experiences a revulsion of feeling. Her lover's society is no longer agreeable. The thought of spending her whole lifetime in his companionship becomes unbearable. Or, without any such change in her feelings, she finds that they are temperamentally unsuited to each other. Life is not a pleasure trip, but rather a long and often toilsome journey, and she comes to see that, owing to fundamental differences in character and points of view, they can not wisely undertake it together. What shall she do? Common sense and practical ethics as well, give but one answer: Break the engagement. Better for both to bear present humiliation and disappointment than that they add another one to the already appalling number of ill-assorted marriages.

Even where the girl is somewhat of

a coquette, and, well aware of her attractions, leads a suitor on to declare himself, coolly intending to throw him over when some other man more to her fancy presents himself—even on the fair damsel of this type public judgment is not apt to be especially severe. It is considered that the wounded masculine heart is sure to heal readily, and that some other feminine charmer will bring him swift solace.

But suppose the tables are turned, and it is the man who is the trifler and has a villainous ambition to boast a long list of gentle hearts made captive, much as a savage warrior takes a blood-curdling pride in displaying a great number of scalps taken. Language fails to supply epithets severe enough to express popular condemnation of such a one. Whether he is educated and refined and away up in the social scale, or just a vulgar professional "masher" it makes little difference—the indignation which such a man arouses in all honest hearts is sound and healthy. It is only to be regretted that his feminine counterpart does not receive like censure.

But how about the young fellow of the best and most honorable intentions, who finds that rashly and foolishly he has made an engagement which his better judgment can not approve? If he asks for his freedom, should he be classed, as he is very

apt to be, in the same category with the deliberate smasher of hearts?

According to our commonly accepted code of honor, a man must always be a man, and must do his duty rather than follow his inclinations. Inasmuch as it is he who is supposed to take the initiative in every love affair, it is also assumed that he will know his own mind before he commits himself as a suitor at all; and that, having gone to the length of making a proposal, he will stand ready to fulfill his part of the contract at any sacrifice. In theory this code does not seem too rigid for universal application.

Before making the sweeping generalization that a man never is justified in breaking an engagement, let us analyze the situation in some individual instances. Here is a very young man, a mere boy, in fact, not only young in years but all inexperienced in the ways of the world. He forms the acquaintance of some girl who knows more of finesse in a minute than he, with his straightforward nature, ever could acquire if he were to live a thousand years. Very like-

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ly she is aided and abetted by a scheming mamma, or by sisters who are past masters in strategy. He of the unsophisticated heart never knows just how it happens, but he finds himself engaged to the girl. Then gradually, by a slow and painful process, he begins to find out, and to realize what a sordid, selfish piece of humanity she really is, and how far, far short she falls of his ideal of what a woman should be. Shall he hold to the letter of his agreement and marry her?

Or suppose a poor young fellow finds his fiancee is a woman of intense ambition, and that without a place in society and means at her disposal, which with his humble prospects he probably never will be able to supply, she would always be discontented and unhappy; what shall he do? Or if any betrothed man, for any reason, reaches the honest conclusion that his intended marriage will mean either prolonged misery for both or else recourse to the divorce court, what is his plain duty?

In the case of the woman under similar circumstances, we have said that the answer of common sense and practical ethics is, Break the engagement. The answer can not be otherwise when it is the man who makes the sad discovery that the engagement has been all a mistake.

No girl of fine spirit wants a man to marry her simply because he feels bound by his engagement vow to do so. The alarming proportion of unhappy marriages furnishes ample ground for the conclusion that if either side feels serious misgivings as to the advisability of marriage, then frankness is best and wisest, even at the expense of pride and lacerated feelings.

While maintaining that a man rightfully has the same liberty as a woman in this important matter, it must frankly be admitted that she can free herself from an unwelcome engagement much more readily and gracefully than ever he can, and that there is hardly any situation in which a man is at a greater disadvantage than in being obliged to withdraw from a betrothal, even for most excellent reasons—a situation in which every honorable man will strive never to be placed. Quillo.

The Mother and Child in the Home.

A number of young women were talking one afternoon of the mental awakening of children. Most of these young mothers had but shortly left their own girlhood, and having the responsibility of caring for others, loomed large and appalling. They admitted that they were absurdly inefficient to cope with so difficult a problem.

There was a quiet, self-contained young woman who now became animated—the topic interested her.

"I wonder if you—if any of us, quite realize just how active and open to impressions a little child's mind is," she asked eagerly. "To be able to gradually develop and stimulate that mind, to reveal the meanings of life, to awaken a love for beauty and the joyousness of life—why, it is positively exciting! to have that power and to use it wisely and mercifully, that

is the grave responsibility," she continued warmly. "In its beauty, it is like planting a seed and watching its tender leaves unfold, and then by constant fostering, see it blossom into a perfect flower."

Just think of the hunger of the little brain! How many, many things there are to know! There are so many mothers who get so tired of answering questions, but how can a child develop except by questioning and who is there better to question, than a mother? We can't all be trained kindergartners, but we can have our minds free and open to those who have studied the subject.

For instance, a splendid kindergartner is full of ideas that can be followed and carried out in the home. She suggested that our daily marketing affords a splendid opportunity for giving a child a small idea of the process through which all things must pass before they are ready for use. The preparation of the earth, the planting, the reaping and gathering, the packing and shipping; the many hands that share the burden of producing food, shows the interdependence of one human being upon another. To trace the evolution of bread, from the first planting to the finished product, and a visit to a bakery, is a thrilling experience for a child.

Then we can take cognizance of the meaning of the seasons, and try to interpret the spiritual as well as the nature side of the different cycles that make up the year.

Each month has its special significance which bears directly upon all the others. Beginning with the Spring months, which are the most joyous of the year, the child is naturally attracted to the outer world. Through his garden, he sees the awakening of a life, a new beginning of things, and the miracles that nature performs.

March, with its varied sun and winds, is the preparation for nature's resurrection. April holds its Easter celebration, with its promise of fresh inspiration, and in May, there is the continuation of growth and the beginning of fruition, which, of course, culminates in the summer months, when all the earth blossoms forth in a glory of consummation. September is an epoch-making month in the life of a child, when it makes its first social step in the world, going from the home into the school and coming into close contact with other children. Parents seldom realize the importance of this time to a child.

In October, the idea of the harvest should be made impressive, the gathering of the crops in preparation for nature's long sleep, the happiness in having so great an abundance, which later on in November finds its culmination in the cheer and celebration of Thanksgiving.

December brings the festivities of Christmas, with its many preparations and the joy of giving, and later follows the New Year, fraught with good resolutions to correct one's faults, and attendant upon this season of snow and ice are the winter sports and all the pleasures of winter.

Oh, the beauty of the world, and the wisdom of nature! Can't we help the children to feel and see it all?

Dealers Not Responsible For Proprietaries.

A woman recently brought suit to recover damages from a department store in New York from which she purchased a proprietary hair restorer, the use of which, she alleged, caused her great bodily pain, and injury. Patches and sores, great irritation and itching followed the application of the article to her hair and, it was also alleged, caused a change of color to a rainbow tinge. Notwithstanding the saleswoman's recommendation of the restorer, that it was harmless, etc., the court dismissed the complaint on the ground that it was not shown that the defendants claimed anything for the medicine, whose properties were set forth on the bottle and in the directions which went with it.

It was held by the judge that as the hair restorer sold by the department store was in the nature of a proprietary medicine they could not be held liable either for negligence or breach of warranty.

The court upheld the contention of defendants' counsel that the suit was a test case and decided once for all that department stores could not be held liable for any evil results from the use of proprietary medicines or preparations sold by them.


The injured woman has a suit against the makers of the preparation which she hopes to win.

Teacher—What is it that binds us together and makes us better than we are by nature? "Corsets, sir," piped a wise little girl of 8.—Chicago Daily Socialist.

A woman can be so loyal to a man that she will be grateful to him for an allowance that he makes her but never pays her.

A woman is always willing to apologize—unless she is wrong.

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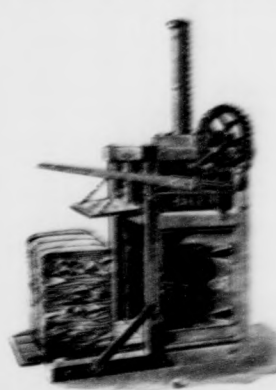
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1. It is the Simplest and Strongest.
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3. It has a Cast Iron Plunger which cannot warp or split.
4. It has Front and Side doors to release bale easily. No bar needed.
5. It is made by men Experienced in the manufacture of balers.
6. It is CHEAP, because we are well equipped to manufacture.

Write us for the PRICE and Catalog.

YPSILANTI PAPER PRESS CO.
YPSILANTI, MICH.



DRY GOODS, FANCY GOODS AND NOTIONS

A MOTHER'S DUTY.

It Is To Dress As Beautifully As Possible.

If one has but a vision of mother to cherish, is it not lovely to picture her in a gown that you used to love to see her wear? How beautiful is that vision!

When it comes to clothes, one might easily divide the mothers into four classifications—those who

Sacrifice everything so that the children may be well-dressed.

Get careless about their clothes.

Dress in the latest styles and do not care whether the children are tattered and torn.

Realize the dignity of being a mother and dress in accord.

The mothers who sacrifice everything for the children are in the majority. If the family's income is very limited, I think that the mother's sacrifice is a beautiful manifestation of her love for the children. But a woman who skimps herself to lavish things on the children is foolish. She should always remember that her children look up to her as the most important woman on earth, and even though they may be young, it will grieve them to see her shabby. However, there is another exception—the woman who deprives herself of clothes for the sake of educating her children. I know a minister's wife who wore the same bonnet for about six years simply because her son's college education was more important to her than all the hats in Paris.

Enough can not be said about the woman who grows careless after she becomes a mother. And the woman who generally falls into this pit is one endowed with sufficient income to have what she desires. How can such a woman ever expect to train her children to be careful about clothes? And is it any wonder that a man who has such a wife becomes careless more than that?

A dowdy woman has seldom been courted, but many have helped to spoil the lives of their husbands.

I once knew a man who was very precise both in his personal appearance and his actions. When he finally selected a wife, all his friends thought he had plucked the chosen flower of neatness. I am sure that he was of the same opinion. At first their home was delightfully neat and she always looked as fresh and pretty as a debutante. But then there was a change! This lovely young wife became a mother—and what an adorable one she would have been, if she had not become dowdy. Then the precise husband was greeted every morning

at the breakfast table by a carelessly coiffured wife in a kimono. By evening she managed to array herself in a shirtwaist and skirt—and these were not always as fresh as a June rose. Her husband was devoted to her for a long time. Finally when he felt that he could not endure it another day, he pleaded with her to wear dainty little frocks to dinner so that he might feel at liberty to bring friends home for dinner. As much as he wanted her to gown herself for the theater and little evening affairs, he kept silent as he knew that all his pleadings would be in vain. After a while he frequently did not come home for dinner, and she wondered why!

Then there is another type of woman who is an opposite kind of a mother—the woman who loves clothes more than her children.

These mothers will be mostly found in families of fairly moderate incomes. And although this type of mother generally lives in the large cities, one is most apt to encounter her at summer resorts.

My curiosity was much aroused at a seashore hotel last summer. On the day of my arrival I became keenly interested in a very charming and well-dressed woman. She spent but little time on the veranda, and when she did friends surrounded her or she was reading. As there were very few children at the hotel, I soon learned who was who among them—excepting one little girl, who was always soiled and whose dresses were careless and unattractive! But, nevertheless, she was the sweetest and most lovable of all the youngsters. One morning, when the children had a slight disagreement and friction followed, who should rescue this "lonely" little girl from the fray but that attractive woman. And I soon understood why, when the little one raised her voice and exclaimed, "Mother."

In the cities many such mothers would rather satisfy their selfish natures by answering every foolish whim of fashion—whether a vanity box, a neckfixing or a gown—than employ nurses to guard and care for their children. And to miss a matinee would be misfortune to such women. It is a pity that they are mothers!

The woman who realizes the dignity of being a mother and who dresses in accord is an uncrowned queen. She is a joy to her husband and a great and beautiful woman in the eyes of her children.

There is no rule concerning dress that can be applied to all mothers, excepting good commonsense.

As an illustration, let us talk about mothers who have reached two score and ten years.

Probably some mothers of that age have gone through life without a trouble—these women are light-hearted and young, so they wear clothes that are stylish and not sombre.

Illness has changed and saddened other mothers, so that when they reach fifty years they wear only the clothes designed for old ladies.

Then there are mothers who have grown stout, and others whose figures are as youthful as their daughters'!

So you see that the clothes rule for mothers should be regulated by the judgment of each woman.

It is lovely to be the mother of children. But it is every mother's duty—to her children, her husband and herself—to dress as beautifully as is possible. Marion Morris.

Same Delightful Thing.

There is running to and fro.

There is whispering and nodding and consulting.

There are fashion plates in every corner of the house, and dressmakers are being called up by telephone.

She is going to graduate three weeks hence.

She has studied—oh, so hard. She has chewed gum—oh, so hard. She has read novels—oh, so many. She has mastered twenty-two French words and knows the names of five poets.

And now she is to graduate. The long-promised reward is in sight. She is to wear a white dress and look charming, and will read an essay. It will be entitled: "What I Don't Know About Housework."

It will be an essay to be remembered when the Panama Canal shall be no more. No living person will dare hint that half of it was stolen and the other half written by the essayist's father—for this is a time when you may think and not hint.

Written in red ink, punctuated mostly with semicolons and tied with a blue ribbon.

To be read on graduation day in a

voice that can be heard at least five feet away.

Tremendous applause. If anybody asks why, put him out.

And next morning, in the newspapers, a new-coined phrase: "Sweet Girl Graduates!" Joe Kerr.

The New Jabots.

With the laying aside of furs a new style of jabot was demanded for wear with the single-breasted coats of this season's fashion. For this purpose the graduated side frill is the favorite. Next comes the cascade just long enough to fill the neck opening of the coat. A dainty touch of embroidery in pastel shades is sometimes added to the new neckwear with good effect.

The materials used in making Dutch collars, side frills, fancy stocks and jabots are white batiste, net, marquisette, fine lace and beads.

A woman always thinks well of the intellect of the man who admires her baby.

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.

COLD STORAGE FOR FURS

Write now for particulars before the moths appear
Repairs cost less during summer months

Rason & Dows 66 N. Ionia St.

BECKER, MAYER & COMPANY CHICAGO
VIKING OGDEN GRADUATED VIKING SYSTEM
EST. 1848 TRADE CLASSY CLOTHING

SWATCHES ON REQUEST

Visiting Merchants

Are cordially invited to make our store their headquarters during

Merchants Week

Grand Rapids Dry Goods Co.

48-50-52 Ottawa St.

Exclusively Wholesale

Grand Rapids, Mich.

THE IDEAL MOTHER.

She Is Capable of Managing Any Situation.

"God could not be everywhere. So he made mothers!"

I forgot where and when I first saw that quotation but it was a good while ago, and it set me thinking. It has kept me thinking often since.

I wonder how many mothers look at their motherhood in just that way. They may not agree with the spirit of the dying and yet they know that they stand in God's place to their children and that Omnipotence itself conveys no such idea of absolute power to a child's heart as she feels in her mother's possession.

A story of her childhood my own mother told me illustrates this. She was about five years old and her elder sister seven, when one day a terrible thunderstorm came on while their mother was not at home. The two small girls were much alarmed, and it occurred to them that some sort of religious exercises were in order. So they found in the hymnbook a hymn headed "To be sung during a thunderstorm." I forget the lines, but I know there was something about some sort of doubt and craven fear "dreading the wrath that thunders in the sky." It was not an especially reassuring ditty but to the children it seemed wonderfully appropriate, and they were singing with much fervor when the front door opened and their mother's voice was heard.

The older girl slammed the hymnbook shut.

"I don't feel like singing any more," she said. "There's Mother!"

The necessity for offering homage to a possibly menacing Deity had disappeared now that the mother was at home to take care of them!

If the truth were told, I have no doubt the majority of children have the same feeling about their mother. When she is there, no Higher Power is really needed. She is quite capable of managing any situation.

It puts a good deal of responsibility on the mothers, doesn't it? How do we meet it?

Even with the remembrances of the many good mothers I know fresh in my mind, I ask myself if most of us have any real plan in the way we bring up our children, and if we appreciate how much bringing up we have to do to ourselves to come up to the standard we ought to reach.

There are almost as many different sorts of mothers as there are women. But they may be divided roughly into two general classes. To one of these belong the mothers who try to do a great deal for their children, to the other the mothers who try to be a great deal to their children. The ideal mother is the one who strives after both objects.

We all know the mother of the first class. She works herself almost to death that her children shall have all she craves for them of educational and social advantages, that they may be clothed as well as those with whom they associate, that they may be spared hard rubs and difficult situations.

One illustration of this sort always recurs to my mind. She was the wife of a farmer in slender circumstances. She rose early and lay down late and wore herself out in her endeavor to do all that had to be done about the house, and the woman's share of the farmwork. She cooked, washed, ironed and baked, she made butter, she put up fruits and vegetables, she sewed and knit. There were three daughters, and they were not allowed to soil their hands with coarse labor. They might help about the bedroom work and do a little sewing, but they were kept from the kitchen and the heavier toil.

"I have always worked hard, ever since I was a child," the mother used to say, "I don't mean my girls to have things put upon them as they were on me."

All three girls married men in their own walk of life and to all three existence was infinitely harder because of the idleness in which they had been reared. One of them toiled as her mother had never done, and with less preparation for it, since she had not learned in her youth to perform many of the duties which poverty, many children and a shiftless husband thrust upon her. None of them did as well or had as easy a life as would have been probable if their early training had been less injuriously indulgent.

Other instances of the same sort may be seen on all sides of us. The girl who is spared housework of any sort until she goes into a home of her own and is not able to run it until she has bought her painful experience, the girl who never learns economy until it is forced upon her by reckless expenditure and its results, the boy who is not obliged to obey, who is not taught self-control in his home and must gain the lesson by hard knocks and bitter mistakes—these are the children of the mothers who do everything and sacrifice everything for their sons and daughters.

How about the mothers of the second class—those who try to be a great deal to their children? Do they, too, make mistakes?

Not so many, to my mind. There may be danger that in their work of self-training they may neglect part of the doing, but I think that is a less error than the over-doing. For, say what you will, the things we remember best, those which influence us most, whether we be men or women, in our recollections of our mothers, are not the things they have done for us as much as that which they have been to us.

Look for a moment at the mother who is always doing. She toils early and late, she denies herself, she neglects her own advancement for the sake of making the home clean, of cooking appetizing food, of working on clothing—all for her children. She stays at home from outings in order that her boys and girls may have the pleasure she craves for them, she is absorbed in the effort to do, to do, to do! What time does she leave to be anything to them? How much space does she allow herself for a self-culture that would fit her to be their companion as they

grow up, what strength does she save for being their comrade, for sharing in their pursuits, for studying their needs beyond food and raiment?

Do we recollect more tenderly the food and the clothing "like Mother used to make," or the long, quiet talks and walks with her? Do our minds turn back to the parties she planned for us, and the outings she gave us or to her understanding of the first love scrapes, the disappointments in friendships, the longing for higher and better things, the keen interest in new thoughts and books and beliefs? If we ponder on it a bit, I think we will all say that the matters in which the mother's love and sympathy and understanding and patience were surely forthcoming have done more to influence our lives than any amount of hard work spared us, of good food and pretty clothes made for us, even of advantages secured for us if these were won at the price of a readiness to understand and help.

Christine Terhune Herrick.

Concerning the "Holes in the Air."

Do we have literal "holes in the air"—practically a "Swiss cheese" sky—no higher up than the atmosphere in which the modern aviator adventures? In a recent paper before the Society of Western Engineers, James S. Stevens has undertaken to explain how a hole in the air isn't a hole at all. In doing so, however, he made the point that every man who ever has encountered that condition high enough up now is too dead to testify.

Briefly, Mr. Stevens points to the airship that is making revolutions of its propellers sufficient to make forty miles an hour. He presumes here that the ship is headed directly into a wind blowing forty miles an hour. In this proposition there is no doubt that so far as the spectator below is concerned the airship is "standing

still" above the spectator's head. Under such a condition, holding the vessel into the wind and having fuel sufficient, the airship could maintain its position indefinitely, barring accident to the machinery. The situation is that with a power combating a wind of equal force, the 1,200 pound machine is at rest almost as securely as if it rested on the ground.

But in this situation Mr. Stephens asks: What will happen if within two seconds the aviator turns his machine one-quarter off its direct course? This turn would be made upon the center of a stationary vessel. Should the machine be equipped with 100 horse power motors, the propeller could not be accelerated sufficiently in that time to overcome its literal and figurative inertia. The result is a tragedy.

Narrow Dutch Collars Now.

Rather narrower are the new Dutch collars and very dainty in style as well. Real lace as well as the best imitations, also hand-embroidered batiste in both ecru and white, are used in making these becoming accessories.

Small, simply made bows are worn with these collars and these are made either of a material matching the gown, or of silk of a contrasting shade.

Four languages are in general use in Switzerland—German, French, Italian and Romansch.

It takes a lot of fortitude for a girl to go picnicking when she knows she treckles easily.

The Man Who Knows Wears "Miller-Made" Clothes

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

Miller, Watt & Company
Fine Clothes for Men Chicago

You are invited to make our store your headquarters during Merchants Week.

**Paul Steketee & Sons,
Wholesale Dry Goods,
Grand Rapids, Mich.**

We close Saturdays at 1 P. M.

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

HAS JUST BEGUN.

Work of the National Wholesale Grocers' Association.*

Your Committee on Publicity realizes that its title forces it into the "limelight" of popular interest.

Publicity is the tocsin of the times. It is the slogan of the vast army of reformers and the cureall of those who, having no business of their own, want to know all about the affairs of those who are doing things. This is well and portends good for the country, for nothing is more contagious than the effect of activity. If those who in the past have been too busy with their own affairs to entertain the public with a recital of the ways and means by which they do things will now devote some time to this laudable public duty, more people may "get busy," to the betterment of the condition of all.

But a danger lurks in the hum of this publicity bee, because we have noticed that when a man gets in the habit of regaling the public with his achievements, the occupation is so flattering to his vanity that he is liable to neglect his business in his enthusiasm for enlightening the public. Indeed, the past few years have furnished us some very notable examples of a complete transformation in the lives of eminent men in this particular. From being as silent as the sphinx they become as garrulous as poll parrots. I merely mention these things, Mr. Chairman, by way of showing the seductive snares that may beset the pathway of him who embarks upon a career of publicity.

I may say, Mr. Chairman, that your Committee on Publicity, although somewhat embarrassed by "stage-fright," because of its "limelight" settings, has no disposition to evade its duty, because the National Wholesale Grocers' Association, whose instrument it is, has nothing to conceal. Our meetings are all open to the public, with accommodations provided for the press, and the more people who favor us with their presence and the wider publicity given to our actions the better we are pleased.

There are some well-meaning but poorly informed people who in the past have entertained the idea that this Association is a price maintenance organization. On the contrary, it is a notorious fact among well-informed people that this Association is in no sense a price maintenance organization. Indeed, I may say that it is a source of increasing humiliation to thinking wholesale grocers that we so frequently violate the scriptural admonition that "The laborer is worthy of his hire." We persist in serving the public at a dangerously low rate of remuneration, considering the risks that we take, the money we invest and the labor we perform.

Modesty is a cardinal virtue, but it is possible for it to be overdone. It may be that in the past we have been too modest in bringing to the attention of the public the important and indispensable service we render. Other useful members of society have

*Annual report of William Judson, chairman Publicity Committee National Wholesale Grocers' Association, at annual convention at Indianapolis.

been far more aggressive in familiarizing the public with the value of the service rendered by their craft or business than we have. We neither blame them for their action, nor envy the popular recognition that has been accorded to them in consequence.

One of the principal objects of this Association is, by consultation in convention assembled, to devise ways and means whereby we may better serve the public. Economic conditions have so changed in the last few years that the day of desultory individual effort, in matters of wide interest, has gone forever, in so far as effective work is concerned. Organization—team-work—is the instrumentality that must now be employed if things are to be done effectively. The inspiration which comes from an

barren of the rich fruitage of satisfaction, happy association and broad usefulness that we instinctively felt should reward our efforts. This feeling at last forced us into a National Association. I say forced, and I use the word advisedly, because it is a matter of conviction with me and of common remark among my fellow members, with whom I have discussed the matter, that this indefinite though imperative feeling of something lacking, something needed, yea, demanded alike by our hearts and our judgment, forced us to form a National Association rather than that such action was voluntary on our part.

Those individuals and publications that at one time could see no other purpose in our organization than that

ninety millions of people, and to provide the people of this Nation, who thrice daily assemble around the family board, with wholesome, nourishing and pure food products is at once an opportunity inspiring and an obligation appealing. It is an obligation that none but the most frivolous could lightly regard and a privilege that none but the most depraved would abuse.

Above all things, we want to give publicity to the fact that we, the wholesale grocers of this Nation, have a realizing sense of the obligation imposed by the intimate relation we sustain to the welfare of the public in providing wholesome food products for our people to eat, and if there is a more vitally important service than this that can be rendered by any set of men, I frankly admit that I do not know what it is.

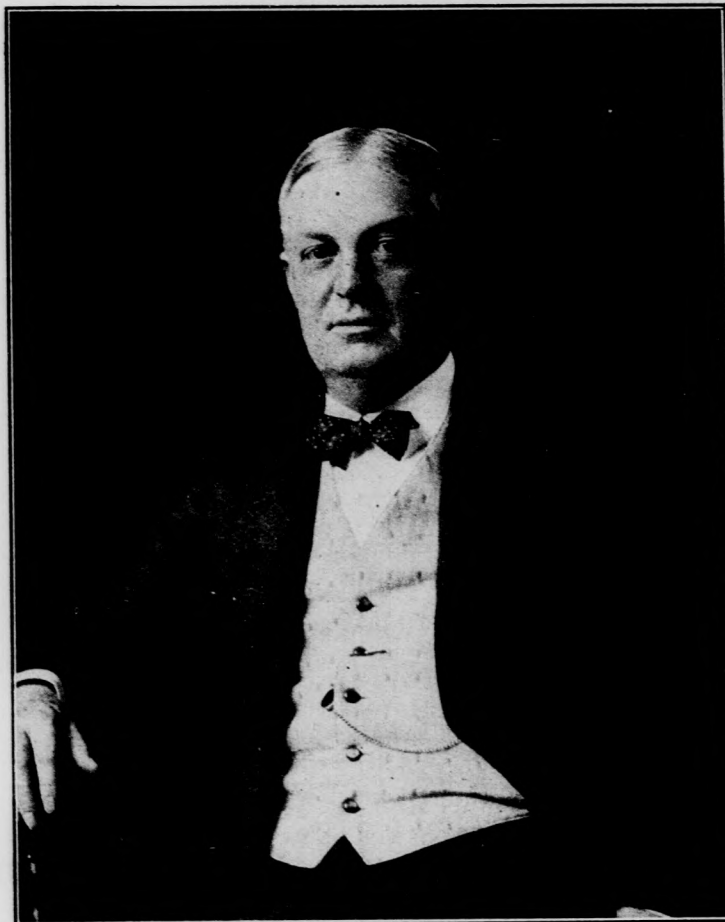
In view of these responsibilities, is it surprising that we should want to get together at least once a year to consult as to the best ways and means of rendering this service? Is it surprising that we should have standing committees working ceaselessly to protect the public against fraud and imposition—committees who are all the time delving into the merits of commodities that are offered for sale and investigating the means through which they pass from the producer to the consumer, especially as relates to economy of method?

Your committee feels, Mr. Chairman, that the foregoing statements of fact and expressions of thought should be laid before the public, in order that our people may have at least some idea of the character of service we render and of the aspirations that animate us in trying to serve the public with head, heart and capital to the very best of our ability.

We rake the earth with a fine-tooth comb, as it were, in order to gather together in our warehouses the food products of the whole world, so that we, in turn, may lay them down to the retailers in every city, town and hamlet throughout the Nation for the convenience and enjoyment of our people.

It takes thought to do all this—yes, and it takes work and risk as well. The retailer naturally looks to us to guarantee the quality of the food products with which we supply him, and in order to do this we must have in our employ experts who are capable of determining not only the quality, but also the value in money-worth of the thousands of commodities that seek distribution through our houses. In contemplation of these facts, I believe that even the casual thinker will recognize that we have much that is legitimate to occupy our time and thought, and many reasons why we should want to get together at least once a year, each to benefit by the information and experiences of all.

We also want particularly to give publicity to the fact that there is no antagonism or hostility between the National Wholesale Grocers' Association and the law-making and law-enforcing powers of the Nation and the several states thereof. We yield



William Judson

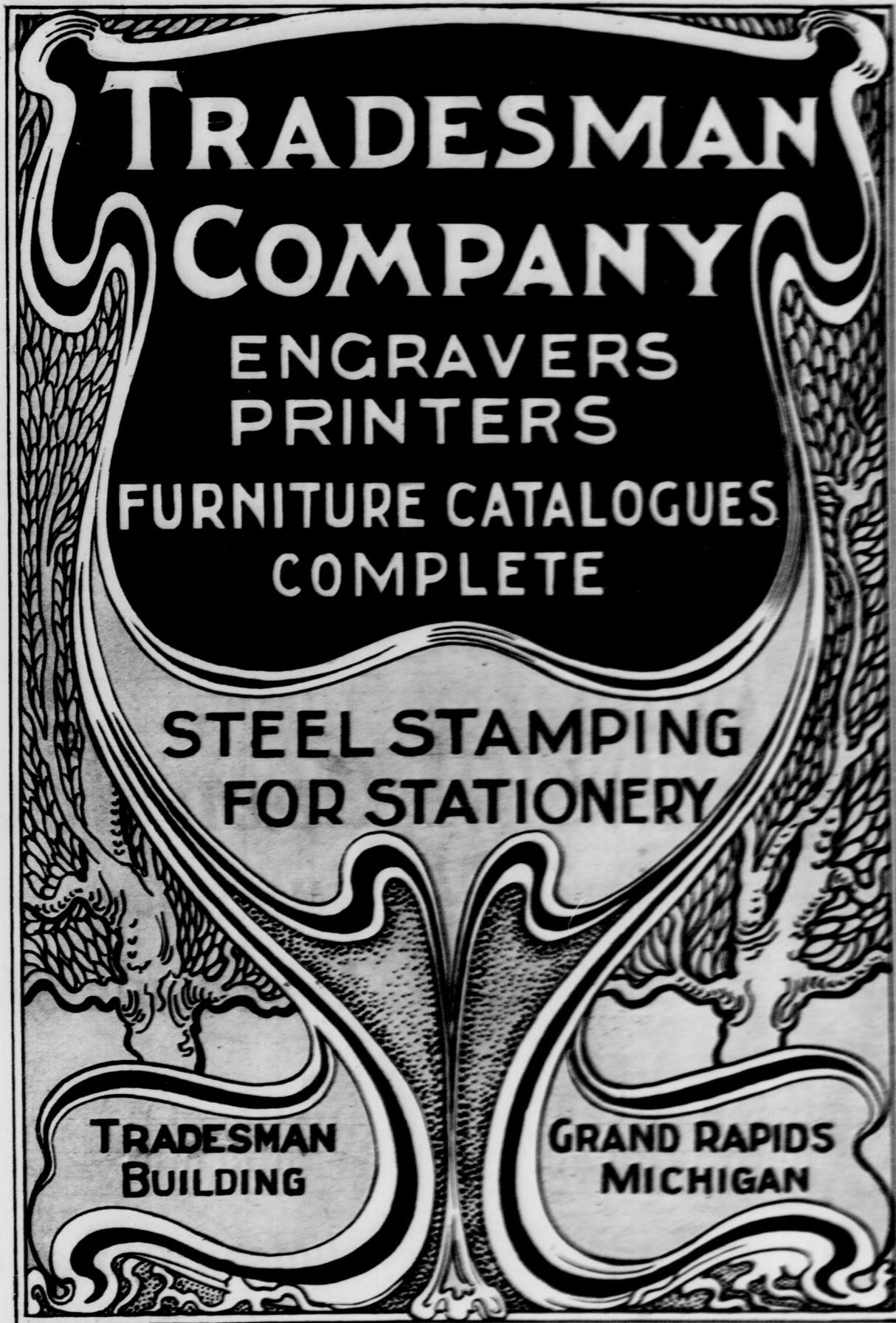
interchange of ideas and from a generous rivalry among the members of an association of men of like occupation and similar aspirations will tend to bring out the best that is in each. In these annual meetings the collective experiences and intelligence of all are made the property of each individual. The benefits accruing to each member are difficult to exaggerate, but the benefits accruing to the consuming public from this association work—this clearing house of information—are inestimable.

One of the most impressive of scriptural sayings is, "No man liveth unto himself." Experience has driven home to the consciousness of every thinking wholesale grocer the truth of this utterance. For years and years we floundered along without any national organization. There was ever present with us during this time a sense of isolation, of something lacking, of desultory endeavor,

of price maintenance have evidently come to contemplate this Association from a new and more correct point of observation, for, happily, we hear vastly less of this than formerly.

The public are coming to realize that to a much larger extent than other important organizations, the members of this Association hold in their hands the comfort, health and well-being of our people. We realize that our responsibilities are difficult to exaggerate and we therefore desire to have the benefit of the thought and experiences of each in serving the public, and hence our annual meeting in association. Furthermore, we realize that success in our calling can not be entirely measured in volume of trade or in dollars and cents; but the ethical and humanitarian considerations must figure largely in the balance sheet of our successes and failures.

This is now a nation of more than



**TRADESMAN
COMPANY**
ENGRAVERS
PRINTERS
FURNITURE CATALOGUES
COMPLETE

**STEEL STAMPING
FOR STATIONERY**

**TRADESMAN
BUILDING**

**GRAND RAPIDS
MICHIGAN**

first place to no set of men in conforming to the will of the people, as expressed through the duly constituted law-making bodies of the country, and as interpreted by the courts. We claim that no set of citizens contributes more largely to the commercial and civic prestige of the Nation than we do, and, therefore, no class of men can take a more heartfelt pride in the enactment and enforcement of law in the interest of the whole people than do the wholesale grocers.

Indeed, we are now, and for years have been, working harmoniously hand in hand with both National and state governments in the interests of pure food laws, and in many other ways in the interest of righteous and equitable laws on many subjects. Our advice has been sought time and again by state and National legislators on matters of both commercial and civic importance in commercial affairs, and it is right and proper that they should avail themselves of the information acquired by the thought and practical experiences of a lifetime on the part of members of this Association. This information and advice is always cheerfully and conscientiously given.

But the important thing to bear in mind is, that when this Association advocates or combats a proposed measure and gives reasons for so doing, our law-making bodies have the benefit of the collective judgment of the wholesale grocers of the Nation, based on their experiences.

Now, this is certainly one strong justification for the existence of this organization, in addition to many others. Individual opinions, however thoughtfully expressed, can not, in the nature of the case, command the confidence that the collective wisdom of this Association commands, especially after a matter has been thrashed out in convention, and a definite conclusion arrived at.

In this connection we want to give publicity to the fact that we are insistently in favor of uniform pure food laws in all the states. Largely through the efforts of this Association, as is well known, our National Pure Food Law was enacted; but our work will not be completed, nor will we be satisfied until we have uniform pure food laws throughout the states of the Union. The correctness of this position is so self-evident as to need no argument in its support, and even if arguments were needed, they have been given so often as to render their repetition here unnecessary.

We also want to state that inasmuch as the work of state food commissioners requires highly specialized knowledge, unimpeachable integrity and inflexible decision of purpose, such appointments by state executives should always be on the basis of fitness, irrespective of all political considerations. The work of the food commissioner sustains a most intimate relation to the health and well-being of all the people of all political affiliations and is, therefore, a trust too sacred to be in any measure hampered or influenced by considerations of political expediency.

We also want to say that considerations of fair play clearly require that state food laws should be impartially enforced, irrespective of the place of residence of the manufacturer or jobber who operates under them. By this we mean to say that a dealer who happens to do business in a state in which his establishment is not located, should not be penalized under the laws of that state on account of an act for which a dealer with a "political pull" residing within the state goes scot free. An offense against a law is as much an offense on the part of a dealer residing within the state as it is against one residing outside of the state. The complaints that have arisen from time to time on this score emphasize the importance of having uniform pure food laws in all the states, together with the impartial enforcement of same, irrespective of the place of residence of the manufacturer or jobber.

While, as before stated, it is expedient for us to aid in every legitimate way in our power in bringing about equitable legislation in the interests of all the people, yet we must not sacrifice the substance to the shadow. As far as the members of this Association are concerned, we must remember that our usefulness and successes must be achieved along lines of practical economic endeavor.

It is right and proper to label packages with the exact ingredients contained therein, but the quality of the raw materials from which the ingredients are made is an economic question of first importance. To illustrate: It is right and proper to label the packages containing, if you please, food products made from apples—jellies, apple butter, cider, etc. But it is even more important that the quality of the apples from which these products are made should be sound and wholesome.

The apple orchards of vast areas of this Nation are infested with the San Jose scale. This is true in my own State, and I am told the same condition prevails all over the East, and pretty generally elsewhere. The fruit from such infested orchards is by no means perfect, and therefore the product made from such fruit can not be of the highest grade, irrespective of other ingredients used. Thousands of orchards that should be productive and contributing to the sum total of the prosperity of the Nation have been abandoned. Yet thousands of other acres are yielding limited quantities of imperfect fruit on a basis that is not remunerative to their owners.

The money loss to the Nation consequent upon this state of affairs, as relates to our apple orchards only, is so fabulous, according to horticultural authority, as to be appalling. When we consider in connection with this, the inferior quality of the fruit produced, from which edible products are made, the economic loss is rendered all the more apparent.

Now, the point I want to make is this: if the proper labeling of the packages containing these fruit products is important, how much more

important it is that attention should be given, by both National and state legislative bodies, to ways and means of exterminating this and other enemies of our orchards, and thereby add inconceivably to the revenues of our people and vastly to the betterment of the food products made from our apple orchards. This is but one instance, but it is a striking and familiar one, and serves to emphasize the contention that we should not become obsessed with the idea of legislation in regard to technical matters, while overlooking and neglecting legislative attention to the great fundamentals in which we are interested.

It is gratifying to report the increasing high esteem in which the Association is held and the wide influence that it exerts has been well illustrated during the past year in matters pertaining to legislation. In November, at the executive committee meeting, it was determined that in the interests of all concerned, uniform weight-branding legislation under the lead of Congress was advisable. The Association immediately declared itself in favor of such a Federal law, and took the leading part in securing the introduction of a reasonable measure in Congress. Other trade organizations quickly followed our lead, and the bill that the Association supported was favorably and unanimously reported to the House of Representatives by the committee on interstate and foreign commerce. It would, undoubtedly, have passed both Houses but for the limited dura-

tion of the session and the confusion attendant upon its close. There is every reason to believe that it will pass at one of the regular sessions of the new Congress. The prominent part that the Association took in this movement and the fact that the strength which the measure developed was chiefly due to this Association is well recognized.

In conclusion, your publicity committee feels that this Association is somewhat in the condition expressed by the naval hero, John Paul Jones, in the memorable naval engagement between the Bonhomme Richard and the Serapis. You will recall that his colors were shot away, whereupon the British commander demanded to know if he had struck. To which Commander Jones replied in language more forceful than elegant, that he had not only not struck, but had just begun fighting.

While we have accomplished much on many important lines, our field of endeavor broadens with our enlarged experiences, and we are not ready to quit, but only beginning to work.

Satisfactory To the Surgeon.

"Sorry, Brown," said the doctor, after the examination. "You're in a very serious condition. I'm afraid I'll have to operate on you."

"Operate!" gasped Brown. "Why, I haven't any money for operations. I'm only a poor working man."

"You're insured, are you not?"

"Yes, but I don't get that until after I'm dead."

"Oh, that'll be all right," said the doctor consolingly.

Open House

May 31, June 1 and 2

Merchants Week



Judson Grocer Co.

Wholesale Grocers

14 to 20 Market St., Cor. Fulton

Grand Rapids, Michigan

BANE OF HUMANITY.

Man's Personality Only Thing That Counts.

The one thing I loathe is a class of any sort. The one thing I belong to is my wife. And I don't think I should like to belong to her if I were merely one of a class of husbands.

The one thing beautiful in our steaming, boiling, slap-dash democracy is that it is fatal to any and all class.

This new slang, "classy," grates on me. The word, "classic" is a contradiction and a misnomer. For a classic is precisely not of any class, but is universal, empyrean and above all classifications. There is nothing in the world that is brother to Beethoven's Ninth Symphony. Nothing can be compared to Wagner's "Parsifal." A Chopin nocturne or a Bach fugue is utterly isolated. Why call them classic?

Mary Jane Holmes' novels are really classic, to use the word in its logical sense, for they are no different from billions of novels equally bad. All imitators, followers and mediocre people and writers are classy, because to meet one is to meet all, and to read one is to read all.

I read the other day that Sarah Bernhardt would not follow the styles in dress. "Poof!" she said; "do you think I would let any one dictate to me how I should be dressed? If women smoked, I should like to ask them all to put that in their pipes and smoke it.

Likewise I loathe the conventional dress of men and only wear it for lack of moral courage. It is the despair of artists. I can see now, in my mind's eye, that bronze sitting statue of good old Senator Hoar on the common by the city hall in Worcester, Mass., and remember how often I have gazed at those legs incased in bronze pantaloons, looking for all the world like cannons.

Does Personality Have to Suffer?

I know the statement is always brought out as a knockdown settler, that "we must have organizations in order to accomplish anything." True. But isn't there some way to organize, to co-operate without smashing the individual? For the sake of the benefits supposed to come from "getting things done" does one's personality have to be reduced to pulp?

I have heard of the benefits accruing from labor unions, and no doubt they are immense, but I sometimes think laboring men have paid rather a big price for what they have gained. To get their rights, to get more wages and shorter hours, and all that, they have fanned and encouraged the class feeling. It seems to me that to put this consciousness of being sealed up in one class in one side of the balances and to put the increased wages and the other bread and butter results in the other the class consciousness would be the heavier.

Some day or other we are going to discover a new way of getting together. For get together we must, as everything worth while politically, economically and socially is merely a question of uniting property. Some

day men of like political opinions and desires are going to be able to organize without forming a party, a dumb, senseless, automatic machine that is usually seized upon by designing bosses.

Some day there will come economic organizations where every man in the beef business, for instance, will find a place and the men who work with their hands will not be drawn up in one fighting phalanx and the men who work with their brains or money in another. Not being all wise I could not say how this is to be brought about.

Why is it that to accomplish useful ends we have to appeal to the low passions of party pride? Even churches and colleges make no bones of drawing on prejudice and envy when the meeting house needs a new bell or the campus a new dormitory.

Even Women Are Guilty

This cheap class sentiment is not only brazenly encouraged but it is called a virtue. Even women are guilty. The rampant suffraget speaks ever of women. Now the word "women" to me always has an immoral twang. I don't like to hear a man use it, still less a woman. "Men" is not so bad. But a woman is essentially unclassifiable. Bad men love women. Good men love a woman. There is a difference. For there is, or should be, but One Woman in existence.

I think it is a kind of subconscious repugnance to being squeezed into a class that makes the American woman a little shy of the suffraget movement. Mrs. Pankhurst and her sisters in the glorious cause may be an institution in Britain, for that is the land of institutions, even tea being an institution, but out here in the golden West they are freaks.

Have you ever noticed how any sort of professionalism repels you? You may like some preachers, for some of them are almost human and really likable, but the clergyman who dresses, talks and walks like his class is rather trying.

You like to sport occasionally, doubtless; to go to the ball game or the football match; but who wants to be a "sport," using the word in its flavor of professional unpleasantness?

The theater is amusing, sometimes instructive, but what can be more awful than the boy of a certain age who knows all the actors' names, collects the pictures of actresses and reeks with green room gossip? Answer: A girl who does likewise.

Business men are pleasant enough, but how would you like to be caught in a corner at a restaurant at luncheon time between two cloak dealers who whipsaw you for an hour with shop talk?

Human Being Only Interesting.

Therefore, I say, don't talk shop to me. Don't try to arouse me to the glories of my little religious sect. Do not appeal to my party pride. Do not call upon my family traditions. The human soul is too big and too liquid to cage into a class.

The only interesting thing to me is a human being. And I don't care whether he wears a uniform or not.

There's an organ grinder—or, rather, a man with a street piano—that plays perfectly gorgeous tunes, who comes around by my window, and with whom I have often conversed, who is much more interesting than the fat tailor who is the grand high work of my lodge and who has not had an idea of his own for twenty years.

I want only to be a member of the Concatenated Order of Mankind.

I like to labor, but detest the title of laboring man. I work for a living, for work, too, and slim living, but I am no "working man." I have a few dollars in a bank, but I am not a "capitalist." I try to be religious, but I am no "churchman." I like to ride in an automobile, and to go to a good show, and to meet the boys around the lental board and swap good stories, but I loathe "sporting men." I detest conventions, but equally detest the idea of classing all who detest conventions under the term of "Bohemians." Frank Crane.

How Mysterious Fires Occur.

There was a time when the fact that a heap of coal could take fire of its own accord, so to speak, was regarded as almost miraculous. After many serious accidents of this kind had occurred, involving not infrequently the loss of vessels at sea, science came to the front with the explanation that the fire was caused by the oxidation of the pyrites of iron and sulphur, which are often found in coal.

When the pyrites are exposed to moisture a rapid chemical change occurs in them, accompanied by the production of heat. But it was afterward shown that many kinds of coal liable to spontaneous ignition when collected in immense heaps possess such slight traces of pyrites that their presence could not be regarded as the cause of the ignition.

A more careful study of the phenomenon, based upon a consideration of the nature and structure of the coal itself, led to the theory generally held nowadays. This is that the oxidation of the coal, and not of the pyrites, is the source of fires that occur in heat holds laden with coal, and in the vast heaps contained in coal yards.

Coal possesses a surprising power of absorbing oxygen. Some kinds of coal will rapidly absorb two or three times their own volume of oxygen when exposed to the air. Bituminous coal, in particular, contains considerable hydrogen, forming a volatile compound with the carbon.

When oxygen is absorbed from the air, it begins to combine with both the carbon and the hydrogen, and this chemical reaction produces heat. The heat in turn quickens the chemical action; and if, in addition, the coal in which this action is going on is heaped together in a large mass, the heat quickly accumulates because it can not readily escape, coal being a slow and poor conductor.

After a man has been married twice he wonders if experience is as good a teacher as she is cracked up to be.

A generous man does not give his friends away.

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-Miggins 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

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Made by
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 100 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!

VONST MILLING CO.
 GRAND RAPIDS, MICH.



DIPLOMACY REQUIRED.

Why Merchants Must Equal Solomon in Wisdom.

Written for the Tradesman.

The merchant who makes no enemies must have Solomon distanced. He must not only know what will anger them—and that is going some, for what will make a buyer angry one day will please him the next day. Because of this uncertainty of temper in customers, the dealer must readjust his wisdom every morning when he opens his place of business.

This broad statement may seem mixed to some, but I'll leave it to John Hull if it is not true. John is managing editor of a provision store in a city of size. He is short and fat, with a face like an apple and a habit of studying the peculiarities of his patrons. He discovered long ago that what will please one buyer will make another hot under the collar. Also he has learned from bitter experience that what will give joy to the heart of a lady one day will shroud that useful article in gloom the next day.

Yesterday morning Mrs. Sylvia Goodnough-Spikes entered with a condescending air and laid a five-dollar banknote on the counter before John, taking good care to keep her finger on the bill until John took it into his capable hands. John was glad to receive the money. He needed it in his business. Also, the Goodnough-Spikes' account was overdrawn.

"This is on account," the lady said. "It is not as much as I expected to have for you, but I'll have more in a few days. I want that account settled."

"Now, don't you get excited over that account," said John. "I'm not lying awake nights thinking about it!"

The lady watched John stuff the banknote into the cash drawer as if it were so much waste paper and hesitated.

"Anything to-day?" asked John.

"Why," replied the lady, "I thought I'd have a couple of sacks of flour, and twenty pounds of sugar, and a bushel of potatoes, and three pounds of bacon, and five quarts of beans sent up."

"All right," said John, thinking that the account wasn't getting settled very fast.

Still the lady hesitated.

"Anything else?" the grocer asked.

"Nothing else, I guess."

The lady glanced at a pyramid of oranges in the window, at a bunch of bananas on a hook, and a box of mixed candies in the showcase. Then she turned reluctantly toward the door. John read the demand in her face.

"Wait a minute," he said. "Take a couple of oranges, a few bananas, and a bit of candy home to the kids. My little ones always expect something when I come home from the store."

"That will be a treat!" said the lady.

So John took a paper bag and stuffed it with fruit, and another paper bag and filled it with candy, and the lady

went out into the glad spring sunshine with a smile on her face.

"What a kind man he is!" said Mrs. Stiles, from over the way, as the gift transaction closed. "I like to see business men do little things like that. It shows they have the domestic instinct."

Then she ordered three dollars' worth of provisions and placed a five-dollar bank-note on the counter. John threw it into the cash drawer and passed back two silver dollars. Mrs. Stiles had never had a thing charged in the store.

"I was pleased to see you send something to the Goodnough-Spikes children," she said. "Poor things! I guess they get little enough in the goody line!"

"They are pretty children," said John.

"Yes," admitted Mrs. Stiles, "and such bright little things, too!"

Then John was called away to wait on another customer, and Mrs. Stiles went across the street with the two silver dollars in her hand. Mrs. Goodnough-Spikes was a dear friend of Mrs. Stiles, and had nominated her for the office of President of the third circle of the fifth division of the Daughters of the Civil War.

That very afternoon Mrs. Stiles discovered that she had forgotten to buy a pound of frosting sugar in the morning, so she threw her apron over her head and went over to the store. Mrs. Watterson, the stuck-up woman who had made an acrimonious speech against Mrs. Stiles on the occasion of her election to the presidency of the third circle of the fifth division of the Daughters of the Civil War, stood at the counter with a ten-dollar bank-note in her jeweled fingers as Mrs. Stiles entered.

"Here is something on account," Mrs. Watterson was saying. "I'll pay something more on the bill this week. It ought to have been settled long ago."

Then Mrs. Watterson fell to and ordered eleven dollars' worth of goods, to be delivered before dark. Mrs. Stiles observed the gloom on the grocer's brow as he took the order.

On her way to the door Mrs. Watterson stopped to look at the pyramid of oranges in the window, at the bananas on the hook against the wall and at the mixed candy in the showcase. There was an air of expectancy in her manner.

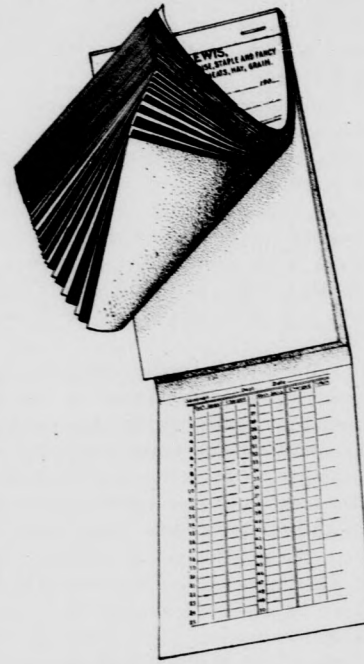
"Wait a second," said John, looking over the head of the waiting Mrs. Stiles, "and I'll give you something to take home to the kids."

Mrs. Watterson waited and John got a paper bag and stuffed it with fruit, and a second paper bag and stuffed it with candy, and tied them up with red string and handed them to Mrs. Watterson, who went out into the afternoon sunlight with triumph in her heart, for she had been given precedence over Mrs. Stiles!

"Something this afternoon?" asked John of Mrs. Stiles.

"Why, yes," was the sweet reply. "I want to get trusted for two dollars' worth of frosting sugar."

And she laid two silver dollars on the counter. John looked puzzled.



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TO be of value they must be speedy, safe and cleanly to handle. The best sales books are **SURETY NON-SMUT** which are made in duplicate and triplicate. In the duplicate pad the original slip is of white paper, coated on the back with a carbon that will not smut with ordinary use. The duplicate slip is of yellow, uncoated. In the triplicate pad the original is white, the duplicate yellow and the triplicate pink; the original and duplicate being coated.

Speed Surety Non-Smut Pads permit faster work on the part of the clerks. There is no loose carbon, every slip is ready for use every moment.

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We make all varieties of salespads and will be glad to send samples and prices without obligation on your part.

The McCaskey Register Co.
Alliance, Ohio

Agencies in all Principal Cities

Manufacturers of the McCaskey System

Mrs. Stiles had never asked for credit before. He knew that Mr. Stiles was making all kinds of money on a patent, and wondered what was coming off. Besides, if Mrs. Stiles really wanted two dollars worth of frosting sugar on credit, why did she place the money down on the counter at the same moment she asked for time on the purchase?

As has been stated, John understands something of human nature. He saw that the gleam in the eyes of the lady portended foul weather, and he began to wonder what he had done, or had not done, to stir the local atmosphere into storm.

But John, wise as he is, did not see what was coming—or, rather, why what was coming was on the way. So he put the frosting sugar in a large bag and marked it for delivery. The lady hesitated, went out of doors, returned and replaced the two silver dollars on the counter.

"I want to pay that account," she said.

"What account?" demanded John. "The account I just started. I want to pay my bill."

"Oh," said John. I thought you wanted credit."

"I did," said the lady, "and now I want to pay it."

John didn't know what to say, so he did not say anything, which is a system grocers ought to know more about. He took the two silver dollars, chucked them into the cash drawer, and looked dreamily out of the window.

Mrs. Stiles hesitated. On the way to the door she paused before the pyramid of oranges in the window, swung the bunch of bananas against the wall, and leaned over the showcase to get a good look at the mixed candies.

John must have been dense that day. He never made a move toward a paper bag. He never once thought of the Stiles kids at home.

"Fine, pure candies," he said. "Twenty cents a pound."

"Why, I didn't know you ever sold candy," said Mrs. Stiles, sweetly. "I thought you used it as a sort of premium on bad debts!"

John's face began to clear. He understood now why the progress toward the door had been so slow.

"I don't have any bad debts," he said, gallantly. "All my customers are as good as gold! Why, some of them run an account and then pay it before they go home."

"And some of them pay ten dollars on account and order twelve dollars worth of truck on the strength of it," said the lady, still sweetly. The candy premiums seem to be for them. I've paid cash here for years, and I never got into the premium row. Even when I did run up a bill you forgot the premium. You'll get no more of my trade, Mr. John Hull!"

"I beg your pardon!" cried John. "I forgot that you had just paid a bill!"

Then he laughed and took up a paper bag. But the lady did not laugh.

"Never mind," she said, more sweetly than before, "keep your pre-

miums for Mrs. Watterson! She will appreciate them, I'm sure."

"But I've heard you praise me for remembering the kids!" urged the grocer.

"Yes, but that cat of a Watterson! She's good enough to be remembered, but I'm not! You'll get no more of my money."

John looked puzzled all the afternoon. He knew that Mrs. Stiles had often commended him for his liberality, and now—

But then, how is a mere man to know that a woman won't stand for a personal enemy receiving any benefits, presents, or considerations which are denied to her? And how was he to know that Mrs. Watterson—Oh, what's the use? Alfred B. Tozer.

Status of the Sash and Door Trade.

The fine weather of the last week has had a generally stimulating effect on every branch of the sash and door trade. Development of spring business, however, has been retarded by labor conditions. Some of the manufacturers report a notable increase in orders and enquiries and in the small-lot trade particularly the volume of demand has been gratifying.

Chicago wholesalers say that trade is picking up gradually and that their factories are becoming crowded in getting out orders on the books which are of a rush nature. This is especially noticeable in glazed windows and doors. Carlot orders are not so numerous, but the demand as a whole is reported as fairly satisfactory. Business for April was fairly active and, judging from the strong enquiry from all parts of the territory, the volume of business done in May will be much larger.

Manufacturers of the Northwest are pleased at receipt of their run of orders from retail buyers for stock sizes. Minneapolis and St. Paul millmen report that while demand is not heavy it is growing and it seems like a forerunner of steady business. Trade has been developed mainly on city business, which is quiet, being affected somewhat by the carpenters' strike in Minneapolis, but work is still in progress and promises to continue. Country prospects are good, and a steady outside trade is expected.

Sash, door and blind manufacturers of the East have not found trade developments of the last few weeks altogether satisfactory. In Baltimore they have taken a fair number of orders, but there seems to be a slowing up. The number of building projects brought to the front of late is not impressive and as a consequence the prospect that confronts the manufacturers of doors, window frames and other millwork is that the trade has lost some measure of buoyancy. It must not be inferred from this, however, that business has taken a decidedly unfavorable turn. The mills still have enough to keep them going, but expectations of material gains over last year are not receiving encouragement. If the volume of business of last year is equaled it will be accounted a very fair achievement.

In Buffalo the door factories are keeping busy, most of them running

full time and having plenty to do. The chief bone of contention is that prices continue too low. Locally there is a good amount of building to use up what stock the mills were able to accumulate during the quiet season, and the prospect is that the building demand will continue for some time on a good basis. In general there is a lessening of demand on account of the Eastern labor troubles.—American Lumberman.

Clerks Entertain Their Mercantile Friends.

Holland, May 23—A festive evening full of interest and entertainment was recently provided by the Holland clerks for the Holland merchants when they entertained them in Woodmen hall. The clerks had outdone themselves to get everything in readiness for the event since they wished to make return for the splendid entertainment they were given last fall by the merchants.

The programme and refreshments were exceptionally successful and this first attempt of the new Clerks' Association at entertaining left a good impression on the members of the older organization.

The programme opened with an instrumental duet by Cornelia Kamferbeek and Ruth Reidsma. This was followed by a paper by Adrian Van Patten on "What Constitutes a Good Boy." Wm. Brouwer sang a solo, "Come Back, Mavourneen," and as encore gave "Good Bye, Summer."

An amusing little playlet was presented entitled, "That Dreadful Boy," with the following cast of characters, Elizabeth Vander Schel, Miss H. De Vries, Henry Sierema, Wm. Brouwer and Elizabeth Rosenboom. Miss Henrietta Plasman made a hit with a clever reading entitled, "A Dark Brown Diplomat," which was followed by a number of selections by a women's quartette, composed of Misses Cornelia Kamferbeek, Henrietta Blomendal, Elizabeth Rosenboom and Minnie Van Leeuwen.

To cap the climax "Johnny" Hyman indulged in one of his famous monologues. It consisted in takeoffs of the Holland merchants and the business men had plenty of opportunity to laugh at their own expense.

When the clerks had had their say on the regular programme the merchants were given an opportunity to defend themselves and several took advantage of it and made some good natured remarks about how they had enjoyed the evening and that they wished the younger organization all kinds of success.

Fred Beewkes, President of the Merchants' Association, gave voice to those sentiments in behalf of the entire organization. H. Van Tongeren spoke along the same line. To John Vanderduin the subject of "Why I Want to Be Chief of Police" had been assigned and he acquitted himself admirably on this all important subject. Jake Lokker also made a few remarks.

"Looking at that knob? That's my bump of caution." "Born with it, were you?" "Oh, no. Kicked by a mule."—Kansas City Journal.


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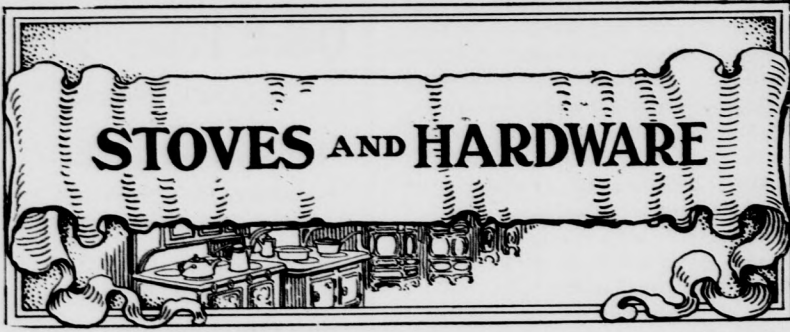


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Good in a hundred ways. We employ no salesmen. We put the quality in our goods. Jobbers and retailers like to sell them because they are repeaters. Order a sample case. Five case lots delivered. Advertising matter in each case.
Holland Rusk Co.
Holland, Mich.



THE STORY OF BILLY.

Order Is the First Principle of Business.

Did it ever occur to you that the biggest part of the retail business of this country is done in defiance of the first principle of good business?

Well, it is. And I'm going to leave it to a committee of traveling salesmen as to whether I've put the percentage too high.

But what is the first principle of good business on which I lay so much stress?

Order! Not orders, but order!!

The other day, on a train, I fell in with a traveling salesman for a big grocery house, and here is what he told me:

When I first took hold of this territory I sold a stock to a young chap who had been clerking in the "old store" in his town ever since he was big enough to wear long trousers, and drive a delivery wagon. He was all legs and neck, and as awkward as a setter pup, but everybody liked him because he was a hustler, and would hike on a lope to the depot to get a bunch of celery or a head of lettuce for a woman customer who thought that she was in too big a hurry to wait for the dray to bring the goods from the station in the regular order of things.

In this way, as a clerk, Billy had built up a solid asset of good will in that community that the President of the new bank was sharp enough to appreciate. So he told Billy that if he would marry the apple-cheeked girl that he was going with, and would put her in the store as book-keeper the bank would back him any reasonable extent. The girl was as smart as a fox terrier, and had kept books ever since she left school.

Well, Billy married the girl, and I sold him his original stock. He started out with a lively trade, and he looked to me like a winner—especially with that little wife of his at the book-keeping desk.

But just when Billy was getting fairly under way one of our men was taken sick, and I was transferred to his territory. Three years slipped past before I was back on my own ground again. I found Billy right on the job—but I'll never forget the way that store struck me!

It looked as if it had been made the dumping ground for the surplus stock of all the wholesale grocery, hardware and crockery houses selling in that territory. It was a regular succotash of stocks! There was one aisle in front of the main row of counters along which customers could

make their way, but the rest of the room was a jumble of goods. It was a commercial definition of chaos.

As I waited to get a chance with my friend, I heard one of his customers ask for a transom catch.

"Yes, we've got it in stock somewhere," he answered. Then the hunt began. If you've ever seen a terrier hard after a rat in a rubbish heap you have a picture of this storekeeper digging in his stock for the transom catch.

"Mary, do you know where those transom catches were put?"

Mary did not know, but she was sure they had them in stock, somewhere, for she remembered wishing they had one at home.

"Tom, you seen them anywhere?"

The senior clerk had not—neither had the junior clerk, and the delivery boy could throw no light on the subject. Still the search went on—the wife and one clerk having been drawn into it while three customers waited.

Now I had happened to look at my watch when the chase started—and, finally, when the clerk threw the transom catches from under a horse blanket I was able to know that the hunt had taken just twenty-eight minutes. The customer grinned and winked at me as he went out. He had evidently attended that kind of a performance before. Later I figured up the labor cost of that search and found that it clearly exceeded the profit on the article.

At the hotel, that night, I had a talk with Billy. He told me that he had built up a spanking good trade—bigger than he had ever hoped to have in three years in business for himself. But when I asked him how much profit his books showed for those three years he handed me an evasive answer. Then I remarked:

"You've got a lot of stock in that store—a stack of it. By the way, Billy, just exactly how much did your last invoice show?"

For a minute he looked a little like a small boy caught stealing cookies—and then he confessed:

"To tell you the truth I've never taken an invoice. It's an awful job and costs money. Besides, what a man's got he's got, and what he hasn't he hasn't! An invoice does not change the facts any or give you any more goods to sell or take any away from you—excepting that taking the invoice is a mighty expensive job."

He said this with the conviction of a philosopher. It was plain that he felt there was no possible come-back to as sound an argument as that.

"How much insurance do you carry?" I asked.

"Only a couple of thousand. The rate is mighty steep, and I figure—"

Right there was where I butted in and handed Billy a package that made his knees spring.

"I like you, Billy," I said, "and my house has been mighty good to you in one way and another."

"That's right," he assented.

"Well, we're going to give you a chance to consider us the meanest in the business. To-day I've seen enough with my own eyes, and to-night you have told me enough with your own lips to oblige me to say that you're about the biggest fool in the store-keeping business in these parts, and that it's merely a case of now or later when you'll end up in a grand smash unless you wake up to the fact that in these days a man can not run a store without order, without knowing where he's at!

"You owe our house quite a bunch of money, Billy. We want you to. But you've got to take a sudden turn and do just about as I tell you or there's going to be one of the saddest financial funerals in this town that you ever attended. Hate to put it that way, but I've got to! Suppose a fire should get you. Where would we get off? You owe us more than half your total insurance. And do you imagine you could get the insurance you're entitled to without an invoice? I should say not! Again, what chance would you stand to collect a third of what you should be insured for if you had to admit that you had not taken an invoice since you started in business?"

"But that's not the main thing. You are losing money every day—and trade, too—because your store looks like a junk heap and because it costs you more to find lots of the stuff you sell than your profit on it comes to. Besides, disorder means dirt, and your very best customers will not stand for dirt. Also, disorder means delay. Customers get tired waiting for you to search through a junk pile to

dig up what they want. Success in storekeeping depends a lot on having goods sell themselves, thus saving advertising expense and the time of salesmen and clerks. What chance have any goods in your store to sell themselves when the confusion of your place is enough to give any reasonable human being the D. T.'s? Talk about attractive goods and at-

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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.

Foster, Stevens & Co.

Wholesale Hardware



10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.

tractive displays—in your store, as it now stands, you couldn't display the Koh-I-Noor diamond so that it would look like anything but a lump of paste. There's got to be an inventory, a proper line of insurance, a regular system of book-keeping that will tell you and your creditors where you're at—and a general all around clean-up of your place and your methods!"

That talk took—for I meant just what I told him. He did everything that I asked him—and when the invoicing and the clean-up were all over he confessed that his stock totaled three times what he had expected. Fortunately he was able to rent a store room that was convenient, and that allowed him to arrange his visible stock so that it could be displayed. The change was so great that the local newspapers had some tall fun and gave columns to the event under headings like: "The Commercial Museum Gone," "What Has Happened to Billy?" and the like. But it was all the best kind of advertising for Billy. He was a pusher and so he saw the chance for a house-cleaning sale and made the most of it. That helped him to unload a lot of surplus stock.

When he saw how bright and snappy his store looked after it had been slicked up and when he heard his customers' comments, he was as pleased as a boy with a new gun. The best part of it all was that he became as strong for order and neatness as he had been for disorder before. And he knows right where he gets off, too! There isn't a better example of up-to-date book-keeping in any store in my territory than you can find in Billy's. Is he making more money than before? Well, I should say yes! But there are a heap of Billies scattered through the country still unconverted!

Yes—and the wonder is that they hold out as long as they do!

The day of going it blind in merchandising is gone. The merchant who knows his stock and can put his hand on every article of it at a minute's notice will beat out the slovenly storekeeper every day in the week. Besides, only the merchant who knows his standing with the world can hope to make a showing in the race!

Order is the first law of successful merchandising—and the most abused law.
Forest Crissey.

The Deserter.

"Do you desire to have it understood," asked the judge, addressing the lady who wanted the divorce, "that your husband deserted you?"

"Yes, sir."

"Please tell the court as concisely as you can how he deserted you."

"Two months after we had completed our wedding trip he scolded me because he thought I was extravagant in the matter of getting clothes, and I went home to my people."

"Yes. Proceed."

"Well, I waited and waited and waited for him to come and beg me to return to him, and he never did."

Envelope Surrounding Earth in Series.

If practical questions as to atmospheres no higher than the balloonist or aviator may ascend to and live and breathe are interesting, of how much greater scientific interest is that vast, immeasurable ocean of space between man and the fixed star? Prof. Fournier D'Albe has just written a paper dealing with the profound changes that have come over scientific conclusions drawn from "soundings" of the upper deep, beginning with the experiments of Dr. Bort from his observatory near Paris.

It was in 1901 that De Bort sent up small balloons provided with self-registering apparatus, especially as to temperatures. It was discovered that after a balloon had risen from 23,000 to 36,000 feet the Fahrenheit thermometer registered no lower than 67 degrees below zero. From these experiments rose the theory that instead of one gaseous envelope surrounding the earth has a series of them. Five new constituents of the air have been discovered—by name helium, neon, argon, krypton and xenon.

"There are at least two atmospheric 'skins' around the earth," says D'Albe, "and at the present rate of progress our resemblance to an onion will soon become quite obvious."

As a suggestion of this stratified, onion-like atmospheric space D'Albe makes a tentative listing of four probable stratifications based upon astronomical observations.

First of these envelopes is shown in twilights in two stages. In the lower strata twilight ends when the sun is 17.4 degrees below the horizon. Thereafter comes the faint blue light which D'Albe says can be reflected only by the hydrogen layer.

Second, the luminous clouds which were seen after the eruption of the volcano Krakatoa in 1883, evidently had transcended the isothermal layer and shone at a height of forty to fifty miles.

Third, meteorites do not begin to glow at a height greater than 140 miles, while their explosions occur no higher than fifty miles, which suggests that they volatilize in the hydrogen layer and explode in the nitrogen layer below.

Fourth, the aurora borealis in its radiating form is confined to a space between forty and 150 miles up. Where the phenomenon is a steady glow it is estimated at 350 miles up, where no gas could exist in quantity save coronium.

Scientifically these four strata have been named the troposphere, or sphere of clouds; the stratosphere, or isothermal layer; the hydrosphere, which volatilizes meteorites; and the geo-coronium sphere, which extends upward about 350 miles and which consists of a light gas resembling the coronium of the sun's corona.

It Worked.

"Now and then I go out of my line to give a little advice," said the insurance man with a touch of conceit in his tones; "and I generally hit it pretty near right."

"Been experimenting lately?" he was asked.

"Well, yes. I had a friend in a village up the State. He is a druggist and wanted to put in soda ice cream this summer for a change. No one up there had ever heard of the mixture, and he was half scared to death at the thought of trying it."

"And you advised him?"

"I did. I told him not to call it ice cream."

"But what then?"

"To call it the latest thing out in breakfast foods."

"And he did?"

"He did, and here's a letter from him saying that the people are just tumbling over each other to get it, and the doctors are recommending it for all sorts of stomach troubles. Nothing is straight in this world but insurance. Same thing and never changes. That is, rates go up only every year or so to match the price of eggs."
Joe Kerr.

Walk All Right, But!

A Scotch minister and his friend, coming home from a wedding, began to consider the state in which their potatoes at the least had left them.

"Sandy," said the minister, "just stop a minute until I go ahead. Perhaps I don't walk steady and the good wife might remark something not right."

He walked ahead for a short distance, and then called out:

"How it is, Sandy? Am I walking straight?"

"Oh, aye," answered Sandy, thickly, "ye're a' richt—but who's that wi' ye?"

Vienna's new aqueduct will cost \$74,000,000 and will supply about 1,200,000 persons with water.

Soap or black lead rubbed into the hinges of a door that squeaks often will remedy the trouble.

Amer. Sweeping Compound Co.
Detroit, Mich.

Manufacturers and dealers in JANITORS' SUPPLIES, Sweeping Compound, Metal Polish, Lustrous Oil, Soap, Floor Oil, etc. Quality of all goods guaranteed. Order direct from us.

WOLVERINE ELASTIC ROOFING PAINT



ATTENTION PAINT USERS

DO NOT BUY COMMON PAINT for your roofs.

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. SEE DOWNLET TELLS WHY. SEE 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.

Observe its advantages if it is the only paint to be relied upon for patching leaky roofs with mud or plaster. Write to-day for full particulars. Mfg. by E. J. KNAPP & CO. BELDING, MICH.



Handy Post Card Pockets

Make the most convenient and inexpensive way of utilizing your wall space for post cards. We also manufacture pockets for magazines, tablets, books, etc. We have over 100 different display cabinets for displaying goods in the retail store. Also a complete line of mail boxes, corn poppers, and 5, 10 and 25 cent household specialties.

Write for our catalog.

The Gier & Dail Mfg. Co.
Lansing, Mich.

DEALERS' PRICE LIST

F. O. B. Grand Rapids, Mich. April 27, 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		\$ 90
2 ply complete, about 45 lbs. per square		1 10
3 ply complete, about 75 lbs. per square		1 30
Arctic brand wood fibre sheathing per mill		45
Tarred Felt		
No. 1, 22 lbs. per 100 square feet, per cart.		\$1 40
No. 1, 15 lbs. per 100 square feet, per cart.		1 40
No. 1, 12 lbs. per 100 square feet, per cart.		1 40
Stringed felt, 22 lbs. 250 square feet, per mill		60
Stringed felt, 44 lbs. 100 square feet, per mill		87
Slaters felt, 30 lbs. 200 square feet, per mill		90
Tarred sheathing		65
Rovin Steel Sheathing Weatherproof Brand		
Red No. 20, about 20 lbs. per mill 100 square feet.		\$ 21
Grey No. 20, about 20 lbs. per mill 100 square feet.		21

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



How to Promote Success and Growth in Shoe Store.

The value of a day set apart for the exchange of merchandising ideas was the happy thought of an enterprising dealer who in connection with his many new and useful systems established an "efficiency point" incentive to stimulate his sales force in their total sales.

A weekly conference of the sales force to analyze the sales problems is a modern solution of how to make clerks, managers and proprietors intensely interested in the business. The enterprising dealer established this weekly interchange of ideas because he understood the scientific principle that, "to teach the public one must first teach the sales person to teach the public to believe in the store and in its goods, and to teach them to think that they have a need for the footwear and for your footwear in particular." That is the true purpose of a store council that bases its purposes upon maximum efficiency.

A Market Place for Ideas.

The market place for ideas was in the rear of the store and "market day" was assigned to Friday of each week. The sole commodity exchanged was brains—and the salesman that went away without one helpful and concrete idea that he could use in the following week's sales campaign was usually the one that after three or four weeks of mental rest found the blue envelope awaiting him together with its message of inefficiency.

A Tan Sale campaign planned and scheduled for the last week of May found the sales force gathered together in the market place looking over the advertising proofs to go into the evening papers—so when the enterprising dealer entered he was ready to jump right into the subject.

Co-operative Shares on a Point System.

"Boys! our Tan Sale is on with tonight's advertising and the new window trim, and I want every man to keep up his enthusiasm so that he can beat the record of last year's sale. 'Efficiency points' are well worth having, for when you beat your daily record of last year you are credited with one 'efficiency point' against the co-operative shares in the business. You have got to beat your totals 200 days in the year to get the share valued at \$100, but it is worth it, for last month after inventory we paid an efficiency dividend of 9 per cent. For a bonus during this sale each clerk beating his last year's daily record by \$10 and multiples of \$10 will be credited one point for each \$10 in sales. Here the season is about one-

third over and seven clerks have a record of a total beaten each day. This sales-efficiency means work, but it has its own reward. Your value to the firm is increased and your value to yourself is increased. When you become a shareholder you are interested in daily receipts and you put up new efficiency standards before you. Now for a discussion of the problems in merchandising to be brought before this 'planning board.' The buyer has a live message."

Keep Customer Well Informed.

"Giving ideas to the public is what I want to bring up," said the store buyer, "and if we are to merchandise more shoes, more economically, and upon a more satisfactory basis to the customer and his welfare, we must memorize the selling points of every style that we are featuring in this special campaign on tans.

"When you get a customer before you and you feel that you can grade-up his taste for a better shoe, instill into his brain the fact and news that the quality in a higher priced shoe is a cardinal feature, that its flexibility and softness is a point of merit, that mellow Russia calf is an unexcelled shoe material and that the shoe has a new Blucher cut, a new perforation, a hugging top, a close trimmed edge and that the foot derives great comfort through the well proportioned ball, the close heel, a full arch and a wearing sole leather. In fact, influence the customer to buy right and you have him permanently on enthusiastic and well-posted customer of the store.

Practice the Actual Selling.

"Take that shoe and talk to me as if you were convincing a customer and telling him something he did not know about shoes. Shoe sense can be sent broadcast if you but call the attention of the customer to the disadvantage of the freaks seen elsewhere in town.

"The customer then has confidence in your own style information and when buying comes to you for sensible shoes with the element of practical style, instead of going to another place where it is possible that he would buy shoes that were neither seasonable, practical or wearable.

"You can not compel the customer to buy correct shoes but you can guide him.

"This last has a cue-bone socket fit that makes the side of the foot feel comfortable over that bone which gives so much trouble; the last is also arched at the proper height so that the throat of the vamp does not bind the foot across the ball, and the toe-room is a feature that can be talk-

ed about for hours. Thus through vici calf and lasts you can talk the merits of the whole line by a strict application and memorizing of the salient features of each."

A Window-Layout Book.

The window trimmer, when called upon to talk about his specialty, opened up his window book, which showed just the layout and fundamental scheme for the windows of the sale. Tans and white, a miniature tennis court minus the players with the shoes placed over the field of green in natural positions as if the people had vanished all but their well built shoes. Cards, standards and arrangements for an artistic display were explained and he then called for further ideas from the staff in general that would bear upon the

sale and the primary trim. The clean-cut schedule book showed besides the tan sale, a white sale, a tan and white sale and a black and white sale, together with the whole gamut of sales

Detroit Rubber Co.

WHOLESALE OF
RUBBER FOOTWEAR
DETROIT.

IT PAYS TO HANDLE

Mayer

WORK SHOES

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



Visit With Me at the

"Crathmore"

Grand Rapids

To the Trade:

We invite you to call on our representative, Mr. Joe Krueger, during your stay in Grand Rapids,

dates of May 31 and June 1 and 2. We will be more than pleased to see you and will make your visit a pleasant one from every standpoint. Trusting we may be favored with a call, we are,

Yours truly,

Bradley & Metcalf Co.

MILWAUKEE

"A Look at Our Fall Line of Shoes will Surprise you"

BETTER THAN EVER

to herald special holidays and similar occasions.

On Cashier System.

The cashier, when called upon for his efficiency pointers, said: "Errors due to mismating will be counted against 'efficiency points,' so look to your sizes and widths. Your sales-books should bear the clerk's number, the number of the shoe, size and width, together with price, and should be legible so that the duplicate which is kept for permanent record and checking with stock sheets will show a clear story of the sale transacted.

"In taking cash remember to repeat the amount received to the customer and speak plainly to the cashier when tendering the money. The bundle-boy should preserve the original carton and when wrapping up the shoes place the heel of one shoe against the sole of the other and vice versa, so that the shoes will have no outside sharp edges, then bind firmly and insert original sales-slip. A double check of the size and width should be made.

"For every sale that you do not get from a prospective customer write out on the 'No Sale Slip' the reason for it. Keep the conversation in mind and bring the matter up at the staff meeting. Exchange slips when necessary are at the desk and should be made out completely and the reason for the return explained. Take an active interest in the simple systems of the store and you will note the scientific reasons for every operation you go through in merchandising."

Salesmen of Misdirected Effort.

"As floor manager," said the snappy young man who took notes of every efficiency pointer made by the members of the staff, "I find that when a customer gets too hard for one clerk that I should be called in to endeavor to complete the sale—and in this case credit would be checked up on his sales-record of the day.

Welcoming Customers.

"A retail salesman should be at the door with a courteous welcome at all times. Make the customer feel that he is a friend and that you are pleased to be of service to him.

"The atmosphere of efficient merchandising is summed up in courtesy and each of us must have it ever present in our salesmanship. Don't be a salesman of misdirected effort in trying to sell a customer a shoe that he does not want. Our good will is dependable upon the 'at home' feeling each customer receives when he or she enters.

"Use your own judgment in claims and returned shoes, for I want each and every one to be self-reliant, intelligent, discriminating and ready for any sales emergency."

Boosting Totals By Selling Findings.

"Selling findings and hosiery," said the finding's department head, "is pretty much like fattening up a battling average. The sale of but one dollar per day credited to each clerk will make over \$300 per year, and there is hardly one of you that can not sell from \$3 to \$5 per day. A

hint on laces, on polishes, on heel cushions, on buckles, on hose, on garters and even on the new combination sets of necktie and socks to match will mean new records in the sale of long profit findings."

The market wind-up is given over to the clerical council when the individual problems of the day are solved and when the promise book is brought out every clerk from the newest sales recruit to the oldest merchandising master-mind puts down his expected sales ranging in totals over and above last season from \$20 to \$200.—Boot and Shoe Recorder.

Technical Points Peculiar To Last-making.

The making of lasts during the past twenty-five years has rapidly become a science. The shoe manufacturers of to-day have so largely insisted upon new styles and patterns each season that the lastmakers have been obliged to adopt new machinery and turn out models which ten years ago no one would have thought possible.

The only wood suitable for first-class last blocks is either persimmon or maple, and the life of a tree best adapted for this purpose is from sixty-five to seventy-five years. Persimmon is better than maple, but being so scarce it is far too costly and seldom used nowadays. The maple is the rook or sugar maple, as the lowland or swamp maple will check and crack so badly that it is impossible to use it.

The best lathe of the present time will turn out about fifty pairs in a ten hour day. On the other hand, if the model is a very crooked or extremely high toe, forty pairs are considered a good day's work.

In turning lasts according to absolutely correct measurements the lathe must at all times be on the center or the last will stock up from the model and cause considerable trouble. In turning from a size 7 model it is not safe to turn more than three whole sizes either way; that is, we only turn a 10 from a 7, or a 4 from a 7. This gives us leeway of three sizes in each instance.

Two lathes and one turner are, as a rule, set aside in every last factory for model work, and the one important man in the last factory to-day is the modelmaker. In our experience we have found them to be a clever group of men; very dextrous, brainy and generally ready to follow the slightest suggestion of the shoe manufacturer, regardless of the work it may mean in changing and readjusting models.

Of course the principal and essential work of the modelmaker is the invention or creation of new toes. If the modelmaker has a back part of a model carrying a high heel and other features that we desire to use in a new last, he will give it to the model-turner, who places a soft wood block in the lathe and turns from about the ball to the heel, thus leaving the toe to be made by hand, any width, height or shape that we may care to work out. After the modelmaker has turned out a toe that pleases and comes up to specifications, he sends it

Spend Merchants Week in Grand Rapids

The Wholesale Dealers Association's efforts will surpass all previous ones, and you may rest assured that your time will be most pleasant and profitably spent.

Plan to come. We extend you a personal, cordial invitation to make our office your headquarters while in the city.

We will keep "open house" and would like to meet every merchant in Michigan, particularly those who have been our customers for so many years.

To all who are interested in modern shoemaking we will take pleasure in explaining the many interesting processes and interesting machinery used in an up-to-date factory.

Do not forget to put us on your calling list. We want to meet you and the visit to our factory will be both interesting and instructive. You may pick up some ideas that will help you to a more complete understanding of the great shoe industry of today.

Herold-Bertsch Shoe Co.

Pearl and Campau :: Grand Rapids, Mich.

There's nothing like leather When well put together

Rikalogs are leather shoes, not ordinary leather, but carefully selected skins of the best wear texture tanned. We take such great pains in putting them together that they are the best and longest wearing shoes you can buy.

Our trade mark on the sole always guarantees your customer absolute shoe satisfaction.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

back to the turner again and has a model turned of hard wood, which is finished and brought up to the standard measurements.

When this is accomplished the last passes through no less than twenty-eight operations, from the turner to the shipping room.

The Secret of Lastmaking.

The secret of lastmaking is the combination of style and fit. One is absolutely useless without the other. Just because a 7-3 measures $8\frac{1}{2}$ inches in the ball, is not a sign it is a fitter. The principle of fitting is having the "wood" in the right place. After the model has been finished in the majority of cases we have shoes made on them, to try out the last. These trial lasts which we use for this purpose are all turned from the original model. Both feet are turned from the right foot model, but in turning the left foot intermediate gears are thrown in on the lathe, so that the model turns the opposite from the right foot, although the block moves to the cutter, head in the same direction as in turning the right foot.

Up to about twenty-five years ago we had to make two models, one for each foot, but to-day these intermediate gears have done away with all this.

Standard Measurements.

Standard measurements are a much discussed question in lastmaking to-day. The standard size is generally conceded to be 7-3. This should measure $8\frac{1}{2}$ inches in the ball, $8\frac{3}{4}$ inches in the waist and $8\frac{7}{8}$ inches in the instep.

Size 8 goes up just one-quarter of an inch, and increases in length one full size over the 7, which in actual measurement would be 4-12 or 1-3 of an inch. The width is also one-quarter of an inch, and if graded regularly would show 1-12 on the inner sole pattern, across the ball. Some lasts are made with two widths on the same bottom, in which case the bottom would not show this extra width, but the wood must be put on the top of the last to complete these measurements.

To-day, with all the high and crooked toes and various other shapes which the shoe manufacturers are demanding, the study of measurements is most important in order to reach that necessary combination of fit and style.

Carlisle L. Sturgis.

Last Season's Feet.

The customer, a stout man, appeared to be having considerable difficulty in finding just what he wanted. The salesman, after showing him a dozen or more pairs, blandly observed:

"Now, here is a pair that I think will suit you to perfection."

"But I don't like them, they are too narrow and too pointed," said the customer.

"Ah," the clerk advised, "but they are wearing narrow, pointed shoes this season."

"Possibly," returned the stout man, "but I am still wearing my last season's feet."

Most men get their ideas in their pay envelopes.

After the Day's Work—"Gum Shoe" Publicity.

A rather amazing book was privately published the other day. It listed the names of nearly 500 individuals and companies who were acting as press agents for advertisers, associations and interests who wanted free publicity.

Some of this publicity was for such things as automobiles and other harmless luxuries and necessities.

Some of it had a more sinister suggestion: Here is a man set down as an agent who "Furnishes anti-pure-food legislation material; especially against Dr. Wiley."

Here was another who was the official press agent "for those who are opposed to the postal savings bank bill."

It had many other surprising things, but several like the above were amazingly and cynically candid. Few outside of the editorial offices of great newspapers know about this "gum shoe publicity," and the "educational work" carried on by the insinuating publicity agent who is constantly scheming to get newspapers to stand for views his employers do not want to stand for themselves.

There are signs that the day of the press agent and his free publicity graft is waning. The public is being educated to know that a rank out and out endorsement of anything of doubtful merit has some sinister influence behind its innocent headline.

The secret methods of influencing public opinion wear out so soon that it does not pay to invest in the scheme.

Even Standard Oil's citadel of silence was made to give up its secret—as Mr. Archbold's article in a well-known weekly demonstrated.

The public wants to see the man back of a business or a corporation, know his name and hear what he has to say for himself.

There is no permanent confidence without candor and no friendship without confidence for confidence. The public would rather be wrong with the man who meets it face to face than right with the man whom it doesn't know.

If the free reading notice were put in the paid space, signed by the man it was supposed to benefit, three-fourths of the tommy-rot would not appear, and the copy that did would generally be more effective than the average advertisement now used.

It is strange that a man generally tells what he isn't in his advertisements, and gives a glimpse of his real self only in his free readers—but it is still more strange that the advertiser doesn't seem to realize that the free reader always shows its parentage in its puffery. Only senile old age and the adolescence of sixteen are fooled. Hence much of it is just vanity and can do little harm, except to give inexperience a wrong idea of what real advertising is.

What's the use?

E. St. Elmo Lewis,
Advertising Manager
Burroughs Adding Machine Co.

Special Invitation



PETER KRINKLE from up country, bee keeper, raiser of onions, and man of all work, happened in Grand Rapids when news was abroad that the wholesalers were going to invite their brother merchants, the retailers, throughout the state for a general good time, and after getting back to his accustomed place on the cracker barrel in the village store he has the following to say:

"Say, Si, last week I wuz down to Grand Rapids the 3d time in my life. an' by jinks! this time the town crier wuz out lettin' the peepul know that there wuz goin' to be a big time the last day of May an' the two first days in June, three hull days, mind yu, an' evry one was expectin' to spruce up an' welcome evry stranger in the town.

"The hulsalers (that's wot they call them fellers wot sells in big lots) invited all the retailers (that's wot they call the storekeepers) in the hull state to cum down to the Rapids an' hev a good time. Si, I allus felt satisfied with my lot in life till I heard that town crier tellin' them 'bout the good things they wuz goin' to hev. Then, Si, I wished I wuz a storekeeper, an' I kind o' thought, Si, that if your bay mare haint foaled by that time you mite send me as a substitute. They wouldn't hev to be ashamed of me neither, cuz Si, I made up my mind I'd buy the best suit o' cloze you've got in the store fer the 'casion. And should your bay mare come in all right before that date so's nuthin' would hinder you from goin', by jinks, Si, I'm goin' anyhow, just to look on an' see evrybody havin' a good time.



"An' Si, if that colt comes in on time, just call him 'Merchants Week' fer good luck. If he don't, don't call him anything, just sell him, 'cause, bringin' bad luck, just like as not he'll kick yer head off 'fore he's broke. Look over this list, Si, an' see wot's goin' on, an' you'll know why I want to go if it's only as a spectator. By the way, Si, the crier told me in sendin' out the invitashuns they cut out every dead retailer (that's wot they call them storekeepers wot's got no git to 'em) so there's goin' to be a live bunch at the Rapids. Say, Si, if I wuz you, I'd go anyway and take a chance on the bay mare."

Now, Mr. Merchant, take Pete Krinkle's advice to his friend Si, to let nothing from the bay mare up stand in the way of your accepting the invitation to yourself and wife to be present at Merchants Week celebration. It isn't going to be a 2x4, it's going to be a big affair. It will loom up as big to you now as the first circus you went to did when you were a boy. Read the program over carefully and then hand it to your wife.

You will surely want a seat at the banquet table, and as no tickets will be issued later than May 29, send us a card today saying you are coming, so we can have everything arranged for you.

Hirth-Krause Co.
Shoe Manufacturers and Jobbers
Grand Rapids, Mich.

CITY MARSHAL.

Some of the Men Who Have Held That Office.

Written for the Tradesman.

During the early years of Grand Rapids the office of city marshal was an important one. The duties devolving upon the individual occupying this office were many and he was the best paid official of the city. He was expected to enforce the ordinances passed by the Common Council designed to protect life and property, to collect certain taxes and licenses, to keep the sidewalks, sewers and streets in order, to attend the meetings of the Common Council and run errands for the Mayor and other officials who needed his services. Among those who held this office at different periods were Ira Hatch, Leonard Snyder, Allen P. Collar, Richard Stack, Amos D. Greene, Charles S. Wilson, Thomas Doran and Mr. Gleason, who is still in the employ of the city. Ira Hatch lived in the city many years, having a fine home on the northeast corner of Lyon and North Division streets. His children, Mrs. E. H. Hunt and Ira C. Hatch, were born there. Mr. Hatch was for many years employed by Carlos Burchard, a merchant tailor, whose place of business was on "Grab Corners," directly in front of the entrance to the Spring Dry Goods Company's store. Mr. Hatch accompanied a large excursion party to Milwaukee some twenty-five years ago and on the return trip, the sea becoming rough, he was taken ill. While seated upon deck, unburdening his stomach, a friend enquired: "Are you sick, Ira?" "Sick! Sick! Did you say? You d—d fool, do you think I am doing this to amuse myself?" Mr. Hatch roared in reply. Mr. Hatch was a capable official, who discharged his duties conscientiously.

Leonard Snyder is remembered by the few of his day and generation who remain as the "shooting marshal." A brick layer by trade, known to possess courage and the physical ability to back up any demands his mind might make on it, he enforced the ordinances vigorously and impartially. The little city became alarmed over many cases of rabies developed in dogs during his incumbency of the marshal's office and he was ordered to kill all unmuzzled dogs that might be found running at large. Mr. Snyder armed himself and patrolled the streets, shooting offending dogs whenever found. So strenuously did he pursue this work that in a short time the number of dogs in the city was greatly reduced.

Allen P. Collar owned and operated, with George M. Huntley, a woolen mill located on the canal at the west end of Erie street. The firm manufactured a very good line of wooleens for men's wear. One night the mill was wiped out by fire. The firm carried little insurance and when a settlement of the loss had been made with the adjuster, the firm dissolved and the business was discontinued. Mr. Huntley bought a farm near Berlin, upon which he spent his remaining years, while Mr. Collar engaged in politics. He was a quiet,

yet a very industrious man, and bore the scars of burns inflicted upon his hands and face while trying to save his books during the fire that destroyed the woolen mill. The community sympathized with him on account of his losses and sufferings and he was elected to fill the office of marshal many times. It was his custom at the first meeting of every Common Council to bring in a large tin pail filled with cider to treat the officials.

After the organization of the police force in 1870 the marshal was relieved in a measure of the duty of enforcing the ordinances. Amos D. Greene, Thomas Doran and Charles S. Wilson were employed during the greater part of their years in office in building sidewalks and collecting assessment rolls. A. S. White.

The Home Town Spirit.

The little town, the small local trade center, is of vital importance to the country.

Anything which tends to destroy the small town is a menace to the country as a whole and to the individual.

The small town is a center from which radiates helpful influences—it makes possible the larger church—the better school—it stimulates home pride—helps the spread of modern ideals—serves as the leaven in the community loaf.

The town is the ideal distributing point from the consumer's point of view, as well as the ideal market for the producer.

But such a town must be rightly organized in all its activities.

The town, like everything else in life, can claim the right to exist only by virtue of service.

The first great primary service of a town is as a market and a distributing point.

All other phases of town service are closely related to the commercial side of its development.

The live commercial town is the one which does most for its territory in other respects.

Now a town can claim support not because it is a population center, nor because it is on the map.

Its claim must be based on merit—on its capacity to promote the good of the community.

And people are loyal to it and its.—Retailers Journal.

Spring Arithmetic.

It was the busy hour of 4.
When from a city hardware store
Emerged a gentleman who bore
1 hoe,
1 spade,
1 wheelbarrow.

From thence our hero promptly went
Into a seed establishment
And for these things his money spent:
1 peck of bulbs,
1 job lot of shrubs,
1 quart of assorted seeds.

He has a garden under way
And if he's fairly lucky, say,
He'll have about the last of May
1 squash vine,
1 egg plant,
1 radish.

Those who discourage us the most in an undertaking are the first to tell us, "I knew you would succeed," when we have attained success.

Forests cover one-quarter of the area of the kingdom of Saxony.

Good Morning Mr. Merchant

We have a beautiful souvenir of Grand Rapids for you.

We ask you to come in and get it and see the largest display of Post Cards shown west of New York.

No matter whether you handle Post Cards or not we want you to have our souvenir.

We are just around the corner from the Board of Trade building.

The Will P. Canaan Co.

105 Ottawa St.

Grand Rapids, Michigan

We cordially invite you to
come and see us

Merchants Week

And hope you will find
time to do so



Valley City Milling Co.

Manufacturers of

Lily White

"The flour the best cooks use"

THE IDEAL BANK.

Features Necessary in Country Community.*

The subject doubtless presents various pictures to your mind; for instance, one man may think of the ideal bank as one of large aggregate deposits compared to capital, with consequent fat dividends. Another may see his ideal in bank building, vaults, rooms and equipment. Still another in a pet or perfect system of accounts or records. All of these desirable features of a bank may, of course, enter into and be a part of the ideal bank, but it is of none of these that I wish to speak particularly. For the purpose of considering it more closely I am going to organize a supposititious ideal bank in a small country town.

In these days of a multitude of banks, I do not know where I shall find a location not already occupied.

In our own State of Kansas, if all the banks were located at equal distances from each other, no man, woman or child would have to travel more than four miles in order to make a deposit or cash a check. My ideal bank must be located in a place where there is need of a bank, and this need must be more than the mere convenience of the people when they wish to get a bill changed or a check cashed. The locality must be one in which there is wealth enough and surplus or idle money enough to accommodate the legitimate borrowing needs of the community which the bank is to serve.

Question of Location.

Generally speaking, our location must fit this description:

1. The farmers thrifty and for the most part owning their farms, at least a good proportion of the farms free from debt.
2. A considerable portion of the people content to keep a little money ahead of keeping it all spent.
3. A few of the people with an accumulation of ready money with which they can buy and pay for bank stock and have some left to deposit.
4. The merchants of the town doing business on their own capital, discounting their bills and only borrowing in the season when extra and temporary stocks must be bought.
5. The farmers and stock feeders content to do business on a reasonable scale, not beyond the ability of the bank to accommodate.

Assuming that we have found such a location, let us turn our attention to getting the stock subscribed. As the law contemplates that a bank's stockholders shall be liable for an additional amount equal to his stock, the shareholders in our ideal bank must be responsible to an extent that would make perfectly good this double liability. As far as possible they should be persons of independent means, who would not need to be borrowers. They should be persons of such character as would reflect credit upon the bank of which they are a part. In the ideal bank no one man, or family, or clique should own a majority of the stock. I know

that some of our very best banks are controlled this way, but in these cases the banks have had the fortune to fall into good hands; the condition, however, is not ideal.

Now, we are up to the organization. What for? Are we going to organize the bank simply to make money? Then let us not do it. Not if it is to be an ideal bank.

If that is our only object, let us start a faro bank.

Choosing of Directors.

From such stockholders as I have described, it should be easy to select an ideal directorate. In a small bank I think a small number of directors is preferable, as they are much more likely to give close attention to the affairs of the bank than is a large board. Division of responsibility is a good thing, but it does not want to be spread too thin. The ideal director is a man who is a substantial stockholder, a man successful in managing his own affairs, in financial condition above the necessity of borrowing to any considerable extent, a good judge of men and values; free from prejudices, whose moral character and business integrity are above question, and who has the confidence of the people of the community. I believe that a bank ought not to be started in a community which can not furnish at least five such men for its board of directors, or, to put it another way, I do not think a bank ought to be organized anywhere without such men on its board.

The actual conduct of a bank, of course, devolves upon its active officers, and in a small bank such as we have now organized, the active manager is usually the cashier. It may be the president or vice-president, but in all the smaller banks one man usually carries the responsibility of the active management. In our ideal bank if the president is not this active manager, he should be the best and wisest member of the board, and the vice-president should be like unto him.

In the selection of the cashier, or the active manager of the bank, you are naming a man who will have in his keeping in a large measure the financial well-being of the whole community, who shall be confidant and counselor to all the people, who must advise and plan, who must listen to and keep to himself all the hopes and fears and all tales of woe in the neighborhood, and withal keep a stout heart and a smiling face, who will be the social, moral and financial pattern for the young people, and whose influence will be more potential in the community, if he be the right kind of a man, than that of the school teacher or the minister. Withal he must, of course, be qualified educationally and clerically, and be a man of tact and judgment. One who would meet the requirements of such a position, it might seem, would be hard to find, but do you know we are raising them in nearly every community in Kansas—clean, strong, high-minded young fellows, fit for this or any other position in life.

I shall pass over the features of banking room and equipment as un-

important. Of course it is desirable for a bank to be centrally located, to have a pleasant and convenient room, good vaults, modern safe, a good system of accounting, etc., but these things, except the last, perhaps, are not vital to the conduct of the ideal bank.

Keeping Up the Ideal.

Thus far I have confined my remarks to the description of an ideal bank in the making. When its doors are open and the scramble for business begins, fortunate indeed is that bank which can maintain its position as an ideal bank, and what I shall now have to say will deal more with some of the difficulties in keeping a bank ideal.

Competition, it is said, is the life of trade, but too much of it is a bad thing in any kind of business, and particularly is this true of banking. The competition I refer to is rather a competition of service, and its effect—the undue inflation of credits and consequent expansion of values. I believe the banks of Kansas as a rule are overloaned. I do not mean by this that they are not carrying their legal reserve, but that their volume of loans has so closely followed the inflation of value, that the margin of capital and surplus, comparatively, is very much reduced, and the value behind the loans, if not partly fictitious, is at least not entirely stable.

Let me give an example:

John Jones has an average 160 acre farm with a mortgage of \$2,000 on it; same mortgage has been carried five years. Jones is honest and industrious but has not made much above a living. His farm five years ago was worth \$5,000. Gauged by prices paid in his neighborhood in the last year or two his farm is now worth \$10,000. Five years ago Jones asked for a loan of \$100 with some timidity and

Merchants and tradesmen will find the **COMMERCIAL** a convenient place for their banking. Thoroughly equipped branches at 46 W. Bridge and corner 6th and S. Division and the main office at Canal and Lyon streets.

R. D. GRAHAM, President.
C. F. YOUNG, Vice President.



Grand Rapids National City Bank

Capital \$1,000,000

Surplus and Undivided Profits \$350,000

Solicits Your Business

There is Nothing in Safe Banking that we Cannot Perform

PEOPLES SAVINGS BANK
OF GRAND RAPIDS, MICHIGAN

RESOURCES	Condition May 15, 1911	LIABILITIES	
Loans	\$1,796,212 34	Capital Stock	\$ 100,000 00
Banking House	35,000 00	Surplus	100,000 00
Cash and Clearing House Items	131,604 98	Undivided Profits	15,517 26
Deposits with Reserve Agents	271,622 67	Deposits	2,018,922 73
	\$2,234,439 99		\$2,234,439 99

Savings Department Reserve 18% Commercial Department Reserve 27%

THE FOURTH NATIONAL BANK
UNITED STATES DEPOSITARY GRAND RAPIDS, MICHIGAN

OFFICERS
WM. H. ANDERSON, President L. Z. CAUKIN, Cashier
JOHN W. BLODGETT, Vice Pres. J. CLINTON BISHOP, Asst. Cashier

This bank pays 3 per cent. on Savings Certificates if left 6 months, and 3½ per cent. if left one year.
On Savings Books we pay 3 per cent. if left three months and compound the interest semi-annually. We solicit your patronage.

Capital \$800,000 **Surplus \$500,000**

THE OLD NATIONAL BANK
NO 1 CANAL STREET

Our Savings Certificates
Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3½% if left one year.

*Address by Chas. J. Adams, president of the National Bank of America, Salina, Kansas.

it was granted reluctantly. The banker said to himself, "I do not just know about this: Jones is pretty heavily mortgaged and is pretty light." Now, Jones comes in with confidence and asks for a loan of \$500, and the banker makes it with alacrity, as he says to himself, "Jones has a \$10,000 farm with only \$2,000 against it, and the other bank will be glad to loan him and get his business if I do not."

This last expression brings me back to my proposition that the competition of service has unduly expanded credit and inflated values.

Almost every bank in Kansas which was in business five years ago has faced the competition of a new bank either in the same town or within what is considered its own territory. I need not tell you that there was "something doing" immediately. The established bank at once informed all of its customers that it stood ready to supply their needs at all times and there was no necessity at all of doing any business with the new bank. On the other hand, the new bank with fresh money to loan and bright expectations, eagerly told the same people of the liberal accommodations they were ready to grant, until in almost every community all over Kansas credits were so easy that people scarcely placed a limit on their borrowing. This is largely the secret of our high prices, especially of real estate.

Expanding Loans.

This expansion of loans may be readily illustrated in almost any bank in a cattle country.

The customer who five years ago borrowed \$1,500 to handle three cars of steers, three years ago \$4,000 to handle five loads, last year, \$7,000 to handle seven loads, this year, with the price still higher, does not expect any limit to be put on except by the feed and pasture he can arrange for. The banks where these men do business, anxious to accommodate them, fearful that if they do not their patronage will go to a rival institution, restrained by their pride from acknowledging that they have all the loans they can handle, broker these loans here and there, with their city correspondents and others, often pledging their individual credit and reputation for their repayment. I may have drawn the picture a little strong, but I have no doubt you will recognize it.

I believe in the soundness of our banking institutions, and in the men that run them, but I also believe that we have been swept along by the tide of prosperity so fast that we are in danger of getting too far away from the landmarks of conservation and safety, and we must stop long enough sometimes to look around and take our bearings.

Active business conditions and the universal use of checks have made the legal reserves required by law far too small for safety. When a much smaller volume of business was conducted through the banks, and outstanding checks were a negligible item, the present legal reserve was perhaps sufficient, but under present conditions a bank in an active business community might easily have its

legal reserve cut in two by its outstanding customers' checks. Not long ago one of our best business men, whose account is undoubtedly looked upon as a valuable one by the bank, told me that his bank account practically always shows an overdraft on his books. I know by observation that the balances of many business accounts in various banks consist largely of the outstanding checks already drawn against them. Suppose that this is true of 15 per cent. of your depositors' balances—that they are just waiting until the checks can get around to your bank to be paid, a sorry figure your legal reserve would cut if deposits should stop for a few days. If you are inclined to think this observation has no weight, amuse and educate yourself by running through the canceled checks and ascertaining how many bearing date prior to the fifth have been paid during the ten days intervening. In other words, find out the amount of outstanding checks on the fifth. I am sure you will be surprised at the result.

Loans To Officers.

I hardly ought to mention it, but, of course, the ideal bank should carry no loans, or at any rate none of any considerable size, to its officers or directors, or to any corporation or firm with which they are connected. This is the rock on which so many banks have been wrecked that it would seem hardly worth while to refer to it. Neither should it make large loans to relatives of the officers or directors. Neither ought it to tie up a considerable part of its resources in large loans to anybody. The ideal bank will avoid making large loans as much as possible and keep its money in many hands, thereby taking less risk to itself and performing a larger service to the community.

I will say now what I might well have said at the beginning, for it is one of the first requisites of an ideal bank: the law should be respected and obeyed not only in letter but in spirit, and there should be a perfect willingness to meet the views and comply with the suggestions of examiners or other officers of the department under whose supervision the bank is operated.

In conclusion let me describe the ideal bank by way of recapitulation with some extras thrown in.

It should be organized on honor and responsibility.

Its directors should reflect a character upon the bank which would place its soundness beyond question.

Its officers should be qualified, courteous and careful.

Its management should be lawful, conservative and at the same time liberal.

Its aim should be to build up its business by building up the community.

It should confine its loans to its own money, and maintain a strong reserve.

A dilute solution of caustic potash will quickly polish soiled aluminium utensils.

Building and Loan Associations Are Home Developers.

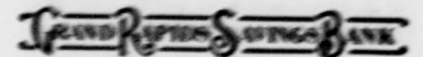
The building and loan associations of the United States at this time are reported to have 2,016,651 members, with total assets of \$856,332,719, and it is estimated that over a half million homes are being paid for through the agency of these co-operative institutions of thrift and saving. Their aggregate influence upon home building is therefore one well worthy the attention of anyone as directly interested in such matters as is the lumberman.

The first known institution of the sort in this country was organized in 1831 in Frankford, a suburb of Philadelphia; the second in 1845 at the same place, and the reputation which that city has as a community of home owners has been founded largely upon the influence of these associations, which were first developed there and there have always had their greatest proportion of membership to the entire population. From Philadelphia they spread gradually over the entire country, but few associations at the present time date back over thirty years. This is chiefly because the first associations were founded upon what is called the terminating plan. There was but one series of stock, and when the assets increased sufficiently to mature the stock the society dissolved. Under the plans now in force there are successive issues of stock, yearly or quarterly, so that as the older issues mature and are paid the newer issues take their place; or certificates are issued at any time, which amounts to the same thing as a continuous number of series, making it more difficult to figure the proportion of profits between the various certificates but otherwise amounting to the same as the series plan.

The building and loan idea had a sudden popularity in advance of any adequate regulation legislation, with the result that promoters sprang up, using the idea for personal profit, especially in large cities. Resulting failures led to state restrictions much like those protecting savings banks; the plan recovered from the setback it received, and to-day the building and loan associations are flourishing and extending, and in practically every state are subjected to state examination and control, and insuring proper management. In addition, local co-operative organizations conduct their business through monthly or fortnightly meetings, so that they are under adequate control of the members; and funds are loaned out usually as fast as collected, so there is little opportunity of loss through embezzlement. In Illinois last year there was no failure among the 546 associations; there was an increase of forty in number, with an increase in gross assets from \$58,455,000 at the beginning of 1910 to \$63,200,000 at the end of that year, or a total of \$4,745,000 increase. Here, however, as in all the Western States, those associations have not reached the development that they have in the East, and their business could well be doubled or trebled with great incident benefit to community progress and prosperity.

in the properly planned association the expenses are light and there are no fat salaries for officers nor is there personal incentive therefore for the promotion of new organizations. Members of existing associations are interested in getting new members into their own associations, but not in organizing new associations in other localities. These conditions explain why the building and loan plan does not extend more rapidly into new territory.—American Lumberman.

Merchant's Accounts Solicited
Look for our advertisement next week.



Only bank on North side of Monroe street.

Kent State Bank
Main Office Fountain St.
Facing Monroe
Grand Rapids, Mich.
Capital - - - - \$500,000
Surplus and Profits - 250,000
Deposits
6 Million Dollars
HENRY EDWARDS - - - - President
J. A. COVODE - - - - Vice President
A. H. BRANDT - - - - Asst. Cashier
CASPER BLAIRMAN - - - - Asst. Cashier
3 1/2 %
Paid on Certificates
You can transact your banking business with us easily by mail. Write us about it if interested.

Child, Hulswit & Company
BANKERS
Municipal and Corporation
Bonds
City, County, Township, School
and Irrigation Issues
Special Department
Dealing in Bank Stocks and
Industrial Securities of Western
Michigan.
Long Distance Telegraphs:
Citizens 4367 Bell Halls 424
Ground Floor Ottawa Street Extension
Michigan Trust Building
Grand Rapids

BONDS
Municipal and Corporation
Details upon Application
E. B. CADWELL & CO.
Bankers, Penobscot Bldg., Detroit, M.

The Clover Leaf Sells

Office 424 Woodward Bldg.
If you wish to locate in Grand Rapids write us before you come.
We can sell you property of all kinds.
Write for an investment blank.

Saginaw

Agriculture and Horticulture.

Land in the vicinity of Saginaw is now well cleared and drained. Agriculturists, horticulturists and fruit culturists are very prosperous. Land values have increased from 50 to 100 per cent. in the last five years.

There is an extensive area along the river subject to inundation. A large amount of dike has been provided and thousands of acres have been redeemed for agricultural purposes. Extensive systems of ditches and drains have been provided and projected whereby ultimately the entire available area for cultivation will be redeemed from inundation.

The soil is of clay and clay loam and is adapted to a large variety of products. The principal agricultural products at present are wheat, beans, sugar beets, chicory, horse-radish, celery, cabbage, potatoes, oats, corn, rye, peppermint and hay. The cultivation of flax is also receiving important consideration.

According to statistics furnished by the Saginaw Milling Company the average production per acre for Saginaw county for 1910 was as follows.

Wheat	25 bu. per acre
Rye	23 bu. per acre
Barley	25 bu. per acre
Oats	60 bu. per acre
Corn (on the ear)	75 bu. per acre
Potatoes	100 bu. per acre
Sugar beets	12 tn. per acre
Beans	18 bu. per acre
Hay	2 tn. per acre

The planting of sugar beets in Saginaw county in 1910 was 15,000 acres.

The planting proposed by the Owosso Sugar Company, on the Prairie Farm, in the township of Albee, and at St. Charles, Saginaw county, for the season of 1911 may be regarded as an illustration of the diversified agricultural possibilities of the Saginaw Valley. The planting will be as follows:

Sugar beets	700 acres
Peppermint	1,350 acres
Oats	400 acres
Barley	400 acres
Rye	160 acres
Flax	120 acres
Timothy	450 acres
Alfalfa	50 acres
Potatoes	20 acres
Corn	120 acres
Cabbage	20 acres
Horse-radish	5 acres
Carrots	5 acres
Broom corn	20 acres
Garden truck	20 acres

The last item includes celery, peas, beans, sweet corn, etc.

The Prairie Farm consists of 10,000 acres of redeemed land and is within twelve miles of the city of Saginaw.

The whole valley is dotted with elevators and storehouses. Competitive buyers of produce are found at all important towns. Saginaw is providing an extensive city produce market. Surplus live stock from this valley

finds active and nearby markets at Saginaw, Detroit, Chicago, Buffalo and other slaughtering centers, all of which are within less than twenty-four hours' access by freight trains.

Fruit Culture.

The fruit of the Saginaw Valley has always been noted for its exquisite flavor. Until recently, however, only the local demand has been supplied. The land and climate are especially favorable for the culture of grapes, apples, plums, pears, peaches and all kinds of berries. Increasing acres are being planted and scientific culture is prevailing. Proximity to all the great American markets warrants a rapid development of this industry in the Saginaw Valley.

Dairying.

Butter, cheese, eggs and poultry are features of every farm in the Saginaw Valley. The pure water and nutritious foods native here contribute qualities to dairy products which enable Saginaw shippers to demand a premium in every market. Blooded stock, scientific care and legal inspection are favored. There is an active demand for all surplus dairy products at every station. Creameries, cheese factories and concentrating stations are established at convenient points. Shipments are made in through refrigerator cars from all railroad stations to the larger markets.

Joseph P. Tracy.

Grocers' Half Holiday.

Saginaw has a live and progressive Retail Grocers' Association, which meets regularly to discuss matters of interest to the trade. R. Christensen is President and L. W. Yuncker Secretary. At its last meeting the Association decided to close up shop every Wednesday afternoon during the months of July and August, thus giving themselves opportunity to get acquainted with their families and also giving their clerks and office staffs reasonable chance for recreation during the two hottest months of the year. The Association has also given its approval to an ordinance now before the Common Council which fixes a stiff license fee for all solicitors of the house to house variety, whether domestic or imported, thus living up to the findings of the State Supreme Court against discrimination in this respect.

It is expected the Butchers' Association will join hands with the grocers in the Wednesday half holiday, that organization being represented at the meeting which adopted the same.

A New Saginaw Bank.

Business men, wholesalers and the trade generally will be interested in learning that a new bank is to be opened in Saginaw on or about July 1, with East and West Side offices. The new corporation is to be known

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
- "STATE SEAL" Brand Sugar

Ask your jobber

Oakland Vinegar & Pickle Co. Saginaw, Mich.



"Snow"

Send Us Your Orders for Summer Footwear

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

as the German-American Bank of Saginaw, and is capitalized at \$100,000 in 1,000 shares of \$100 each, the amount of stock which any one stockholder may hold being limited to \$5,000. The stock is all subscribed and the following directors have been elected, the list comprising names of men well known in business and professional life in Saginaw:

Oscar K. Krause, Henry Maier, Emmet L. Beach, Ernest A. Parsons, George L. Schultz, Otto L. Dittmar, Wm. F. Hemmeter, Charles E. Lown, Edwin Kersten, Charles F. Bauer, A. R. Merrick, John C. Davies, J. J. McKeivitt, Benjamin G. Appleby, Fred A. Richter, W. H. Filbert, Henry Remer, Julius Leiberman, E. T. Danby, George Gallup.

It will be a State bank and will be incorporated under the laws of Michigan. In addition to the capital stock there is also subscribed \$50,000 surplus. The directors have elected the following officers:

President—Emmet L. Beach.
First Vice-President—Edwin Kersten.

Second Vice-President—Ernest A. Parsons, St. Charles.

Third Vice-President—John G. Davies.

The new President is one of the best known of the Saginaw legal fraternity and is a former Circuit Court Judge.

Michigan Sugar Off Market.

Wholesalers and jobbers report that Michigan sugar is off the market, the season's output being all taken by the consumers. This is considered a flattering showing for the Michigan granulated, which in its early history had to fight considerable of a battle to establish itself. The demand has never been so brisk as during the past season and the outlook for the future is particularly good. It is said in connection that the various factories throughout the State have already signed up all the acreage they can take care of, the farmer finding the cultivation of the sugar beet a sure and profitable revenue producer, with prompt cash returns as soon as the crop is harvested.

Movements in Business.

The Bank of Burt has filed ten year articles with the County Clerk of Saginaw to do a general banking, brokerage and exchange business. The capital stock is \$30,000 and is subscribed in blocks of \$5,000 by the following: Franklin A. Niles, Franklin P. Sayre, Levant A. Vickery, Elbert L. Beecker, Ira I. Sayre and Clarence G. Stevens.

At the annual meetings of the Saginaw and Bay City Railway, Gas and Power companies, held in this city Monday, B. C. Cobb, of New York, was elected President and Director of the Saginaw and Bay City Railway Company and the Saginaw City Gas Company, and Vice-President and Director of the Bay City Gas Company and Saginaw and Bay City Pow-

er companies, succeeding H. D. Walbridge, of New York, in these offices. Mr. Cobb is a member of the firm of Hodenpyl, Hardy & Co., of New York, which succeeds Hodenpyl, Walbridge & Co. in controlling various Michigan properties located in Saginaw, Bay City, Grand Rapids, Kalamazoo, Jackson, Pontiac, Flint, Cadillac and other places.

The Calkins, Schlegel Hardware Company, of South Lansing, has been organized to do business at that place and has put in a new and complete stock of hardware and house furnishings.

A. Green & Son, Burt, for a long time in business in the general store line, have changed their title to Green Bros., A. Green, founder of the firm and a former Supervisor, retiring to his farm near the city.

McGregor & Huot succeed C. A. McGregor, at Alpena, in the boot and shoe business.

Market Conditions.

Evaporated Peaches—Owing to the scarcity of and the high price prevailing on prunes and apricots a very firm market has been the consequence on the cheapest of the popular dried fruits—evaporated peaches—and these goods have advanced about 1½ cents per pound in the last ten days. Dealers can expect to pay about 10 cents per pound for choice stock.

Rolled Oats—There have been two advances on this popular cereal within the last few days. Rolled oats have been selling very low and manufacturers report that at the prices that have been ruling they have been barely getting out from cost of production. Pending the Government crop report, higher prices are to be looked for and it would seem that purchases placed even on the present values would be well made.

Japan Tea—Owing to the Government ruling that nothing but uncolored teas shall be imported this year, the Pam Fired market is very active and retailers seem to be anxious to lay in a supply of the same character of teas that they have been giving their customers in the past. With an import market ruling about 2 cents per pound higher than last year for the earlier high grades, dealers will make no mistake in buying spot teas from the jobbers' hands.

Canned Fruits—This item has received its due attention during the last ten days and stock in the jobbers' hands is being greatly reduced. Until Michigan strawberries come on the market, and at reasonable prices, dealers can well expect their stock of canned fruits to be reduced.

Business Visitors To City.

Among business visitors to the city this week were Mr. Ingalls, buyer for F. R. Adams, Fairgrove; John Berger, Amelith; W. N. Davis, Ewart; W. J. Harrison, Tuscola; A. Lenz, Zelinski Bros. and Christ Enrich, Bay City; Louis Hubinger, Birch Run.

J. W. Brady.

Some of the newest automatic pistols are powerful enough to kill a man 1,000 yards away.

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



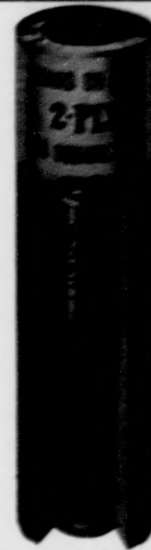
Valley Sweets

L. S. Berman, President
George F. Shaw, V. Pres. & Mgr.
J. W. Johnson, Sec'y & Treas.

STANDARD OF QUALITY IN CANDY

Find out about our 3c specialties

VALLEY SWEETS CO. SAGINAW, MICHIGAN



ROOFING

You will SAVE money by buying our ROOFING. Write for prices and samples.

SAGHACO—1, 2 or 3 ply Rubber Roofing.

AQUATITE—Granite coated, black, fire resisting, weather proof, never gets brittle.

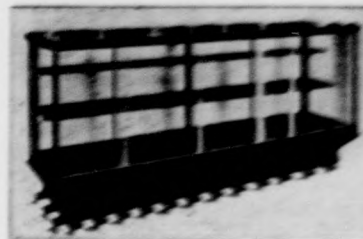
PERMANITE—Slate coated, red, fire resisting, weather proof, never gets brittle.

Tar Felt, Fiberetto and Hercules Sheathing

SAGINAW HARDWARE CO.

Jobbers of Hardware, Mill Supplies, Paints and Oils

202 Hamilton St. Saginaw, Mich.



No. 11 Display Case



No. 11 Cigar Case

Saginaw Show Case Co., Ltd., Saginaw, W. S., Mich.

We make all styles

Catalogue on request

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.



Opportunity Awaits You on the Front Platform.

It is now a good many years since John J. Ingalls perpetrated upon a credulous public the celebrated sonnet "Opportunity," which has been read and "spoken" in schools, quoted in churches, orated in political speeches, hung upon the walls of business offices and printed and reprinted in a thousand newspapers and magazines.

A masterpiece of artistic expression, that sonnet yet expresses a lie—one of the most deadly and debilitating lies that was ever pronounced in the hearing of ambitious young men.

According to Ingalls and his sonnet, Opportunity knocks but once at every man's door. She comes along early or late—you never know just when to expect her—and gives a careless thump on the panels. If you are Johnny-on-the-Spot and make a wild spring to pull the door open while the echoes of that knock are still sounding—all's well and good. You're made. Opportunity walks in. All you have to do is lean back and take it easy for the remainder of your life.

"But"—says Ingalls—"if you happen to be taking a quiet snooze when Opportunity shows up and plays her celebrated rat-a-tat on your door panels—if you are absorbed in a game of penochle or a plan to sell a big bill of goods—if you have your mind so concentrated upon any matter whatever that you don't happen to hear Opportunity's off-hand knock—then," says Ingalls, "the sour-faced jade turns up her nose at you and goes away—never to return. Leaves you henceforth to worry along on your own hook and fight it out unaided with the rent-collector and your other troubles. No use to chase after and ask her to come back. No use hitting up her trail and trying to explain matters or arrange a compromise—you're down and out with her—she's gone beyond your ken—skidoed for good and all. You may as well make up your mind that henceforth you have no chance—that life, so far as you are concerned, is bound to be an unremunerative, tiresome grind until the Great Engineer blows the whistle that announces quitting time."

I should like to have Ingalls' remarkable literary ability; but I should hate to use it to give Opportunity such a black eye with the public as he did.

Was Ingalls right? Does Opportunity in truth knock just once at a man's door and then duck out for good?

Don't you believe it!

Opportunity is no such quitter. There's nothing sour or captious

about her disposition. She's the kindest-hearted, most sociable creature in all your circle of acquaintances—as neighborly in calling around as the recurring seasons—as regular in her greetings as the sunrise—as sure to turn up again, when she goes away, as club dues—as much to be depended upon as the advent of fly time.

Opportunity a quitter! Well, I should say not.

You can't lose her—that's the real truth of the matter.

From the moment you leave off baby talk and acquire an intelligible dialect—from the time you are able to look at the world with a seeing eye and take in, any part, however small, of the wonderful activity that is going on about you, Opportunity is always hanging around, trailing your footsteps, stepping on your heels, walking across the path in front of you—perpetually trying to catch your eye or nudge you in the side and point out to you some chance to learn something, or do something or acquire something or be something.

You can't get up in the morning and eat your breakfast preparatory to starting out on your day's work but she's out there on the doorstep, raising a dickens of a row and waking all the neighbors, informing you that she's waiting to accompany you into the day's activities.

Shut your eyes as you appear and pretend you don't see her. No use—you know she has her head poked around the corner—playing "I spy" with you all the while, and as you stride away she falls in beside you, keeping step like a second self.

Try to dodge her—and she'll follow on the trail. No matter how often you fail, she always has another hope to offer you. You can't get away from her. She's likely to lam you over the head with the sand-bag of a Great Chance when you least expect it. Disguise yourself in the garb of repeated fiascos and she will still find you out. Old Sleuth Opportunity is not to be thrown off the scent. One of these days she'll tap you on the shoulder and inform you that your bluff won't go.

Talk about Nemesis dogging the footsteps of transgressors! Why, Nemesis, or Fate, as her other name goes, is a paralytic alongside of that champion sprinter, Opportunity. Talk about the relentless pursuit of a subpoena-server! Opportunity has him faded. She's as careful not to skip anybody as the census-taker.

She cleaves to you when the folks at home have become disgusted and passed you up. She clings to you

when everyone else has lost faith in you—including yourself. She never leaves you until the undertaker gets you, which truth is expressed in the profoundly inspiring motto of one of our wittiest journals: "While there's life there's hope."

Think over your past life and own up that Opportunity has always been flirting with you—offering you sunny smiles as long as you can remember. Confess that you have ungallantly ignored her a lot of times when she claimed your acquaintance. Take the lessons that you managed to shirk in school days, for example. If you had put a little more brain-action into your maneuvers in school and carried your education farther along, what a boost it would have been to you in later life! Maybe you can remember times when you had to take a back seat for some fellow who had put in his time to better advantage in school than you did. You've seen him tumble into a job that you might have had if you'd been equally qualified. Yet can you say you did not have the same opportunity to learn that he did?

You didn't get a college training, perhaps. Well, you had as much chance to do so as a thousand boys who go through Yale every year. No one offered to pay their expenses through preparatory school or send them to the university. They paid their own expenses all the way through both institutions and you had the same chance to do so that they had. Opportunity smiled at you as plain as print—but you turned her down.

Well, that was one chance she offered you. But that wasn't much of a loss, after all. A hundred good men never saw the inside of a college for every good man that has ever passed through one. The greater number of the men who do things worth while have made their mark without a day of academic training. Opportunity forgave you when you turned down this first chance. Any number of times she renewed the flirtation.

When you were clerking in the store, for instance, she fixed things so that the right sort of clerk would have a chance at a partnership. She beckoned to you, but you were not ready, and the red-headed chap (who had a way of always getting down earlier mornings than you, and thereby throwing you into discredit) sailed in and got his name stuck up over the door. Naturally, Opportunity had to pay him some attention as well as you. She can't be too partial, you know.

But ever since that time she's had her eye on you and has kept on beneficently butting into your affairs. She's paved the way for your aspiring footsteps in every direction. All the progress you've ever made you owe to her. What a heap more progress you might have made if you had reciprocated her interest and had been as steadfast in your attention to her as she has been in looking out for you.

We hear so much of this "I never had any chance" talk from people we do not respect that we ought to be mighty shy of using it ourselves. Think how many of these spineless folk you know—sad-eyed individuals in hand-me-down suits who tell you that life has been a fizzle with them because Opportunity gave them the go-by. They were so busy mooning over imaginary troubles that they did not sit up and say, "Here!" on any of the many occasions when Opportunity called the roll. She might have yelled her summons through a megaphone or shrieked it out accompanied by the notes of a steam calliope without attracting the attention of people in this class.

Cut out the man who says, "I never had any chance." You don't want any such whining apologist for an acquaintance. Think of Helen Keller, born deaf, dumb and blind. Didn't your man have as much chance as she did? Did he make as much use of it as she made of hers? Born without the use of eyes, ears or tongue, she has learned to see, hear and speak through the sense of touch, knows more than millions of people with normal senses and has found abundant foundation for a healthy optimism. No one ever heard her say, "I had no chance."

The people who have no chances generally make their own chances.

There are only a few great men in a century. But we all have the same repeated chances at the Medal of Honor. There are Edison and George Westinghouse and Marconi and Samuel F. B. Morse. Opportunity fairly howled at all the scientists of their time to make the discoveries that they made. But she couldn't get anyone to take notice until they came along.

There was Isaac Newton. He noted an apple falling from the bough of a tree. Most men would have seen in the circumstance nothing more than a chance to spoil an appetite for dinner and invite the colic. Millions of men had seen apples fall down from trees before, and every time the thing happened Opportunity was simply begging them to draw the conclusion that meant the discovery of the law of gravitation. But she could not get anyone to listen to her until Newton came along and put a lot of mental effort into thinking out the reason why the apple fell down instead of up.

In the next ten years ten thousand scientific discoveries will be made. Each time one is made we will won-

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.

der why someone didn't put two and two together and make that discovery before. The chance to do so has been kicking around in everyone's way like an unclaimed package in a baggage room since a time almost as far back as the flood.

W. C. Holman.

The Boys Behind the Counter.

Traverse City—George Dago has resigned his position with the Hannah & Lay Mercantile Co., and is succeeded as manager of the hardware division by Edward Campbell. Mr. Campbell has been employed in this department for a number of years, consequently is familiar with the details of its management.

Harbor Springs—Harry K. Redenauer, an experienced groceryman from Ft. Wayne, Ind., has been employed for the summer in the Cramer grocery.

Otsego—Thomas Tait has moved his family to Allegan, where he has taken his former position as salesman in the grocery department of the Grange store.

Elk Rapids—Mrs. Wm. McDougall will take charge of a store for Frank D. LaLanne & Co., of Philadelphia, manufacturers of cotton and woolen fabrics, whose goods will be displayed in one of D. M. Clark's store buildings on River street.

Petoskey—Glen Warren has accepted a position at W. E. Tuttle's men's furnishings store on Mitchell street. Paul Flemming, who has held the position for some time, has begun work at Middleditch's machine shop, where he was formerly employed.

David S. Haugh and family have the sympathy of their friends in the death of Mrs. Haugh, which occurred Sunday. Mrs. Haugh was born at Reading, Hillsdale county, October 15, 1853. Her maiden name was Hattie L. Warburton. She was married to Mr. Haugh at Maple Grove, October 18, 1876. Three children blessed the union—Clarence D., Frank E. and Don J. The latter died in infancy twenty-three years ago. Mrs. Haugh had been a great sufferer from rheumatism for several years, but the immediate cause of her death was Bright's disease. She had been a member of the M. E. church since she was a small child. She was a member of the Ladies' Literary Club and the Shakespearana. She was a devoted wife and mother and a woman of rare ability as a housekeeper and homemaker. She was loved and respected by a wide circle of friends who join the family in mourning her departure.

"My husband and I were married by a bishop." "Were you? My husband and I were divorced by a judge who is occupying a seat on the Supreme bench."—Judge.

Because a man is engaged in buying and selling is no reason for supposing that the only thing that will secure his attention is a moneymaking proposition.

Love may laugh at locksmiths but Cupid hasn't skeleton keys for all hearts.

Open Letter From E. A. Stowe To Bishop Schrembs.

Grand Rapids, May 23—I need hardly state that I am greatly pleased to receive your letter of May 19 and am delighted to note that it breathes a spirit of liberality, the absence of which I deplore in your two letters published in the Evening Press last week.

Regarding the right of workingmen to organize, I think there is no question, but certainly employers have a right to say whether they shall employ union men or not. You claim the same right in your business and you maintain it to the uttermost degree. Much as you may respect Bishop Williams and Bishop McCormick, you would not permit them to occupy the pulpit of St. Andrew's Cathedral—and you have a perfect right to say who shall stand in your shoes and who shall not. The employer has the same right, because the employer knows by experience that unionism puts into men's hearts a poison which no amount of kindness or concession or good will can dissipate or destroy. It is all very well for you to discuss religious questions, but when it comes to the labor question, you have no more right to discuss it and pass an opinion upon the merits and demerits of certain men than I have to criticize your conduct as a theologian and a prelate of the Roman Catholic church. It is just as impertinent for you to discuss the position taken by our manufacturers as it would be for me to discuss the bigotry and narrowness of some phases of the Roman church. I am a liberal Christian and I undertake to live up to the tenets of my faith. I look upon all Christians as brothers, no matter what church they belong to, and when I get to Heaven I expect to meet many friends of the Roman Catholic faith, the same as I expect to meet many brothers from the Methodist church, Presbyterian church and others. There are some features of your church that I very greatly admire and commend, and there are some features that I deplore, because I think they are unworthy of so great an organization which has played so important a part in the history of the world, but I do not consider it my duty to impugn the motives of the princes of your church, because I concede that they have spent years in studying and considering matters which I have never even given a passing thought and on which I am as ignorant as you are on the subject of union labor.

You cite President Taft and Theodore Roosevelt as men who favor the organization of workingmen into unions, but please bear in mind that both of these men positively refuse to permit Government employes to affiliate with the American Federation of Labor. If these authorities do not want union men in the employ of the corporation of which they are the head, has not Berkey & Gay the same right to refuse employment to union men? The only difference in the situation is that the Government is a bigger corporation than the Berkey & Gay Co. That is all.

The fact of the matter is, dear brother, none of us have any right to try to run the other man's business or tell him whom he shall employ and whom he shall not employ. When we do, we overstep the bounds of brotherliness and good fellowship.

No one has any right to discuss the union who has not been up against the real thing. I formerly employed union men exclusively and I want to say, in all candor, that no one can do this and retain his manhood. The moment a man joins the union he casts truth and virtue to the winds and becomes a liar, a hypocrite and a scoundrel.

I know, to a certainty, that all of the things that are discussed by union pressmen, week after week, is the question of getting more graft or "scale," as they call it, out of the ink manufacturers.

I have in my safe an agreement entered into by the Grand Rapids Typographical Union, signed and sealed by officials of the order, in which they agree to take a certain young man into the union any time he wishes and also pay him \$50 in consideration of his stealing a copy of the Tradesman's mailing sheets.

These two incidents are but samples of the work of the union. I know because I have been up against the real thing. You do not know because the only kind of union men you have ever met are the kind who sail under false colors with their Sunday clothes on and, with their hypocritical faces and rotten hearts, deceive you by giving you altogether erroneous ideas of trades unionism.

My friend, this strike is going to be settled and settled right. When the manufacturers resume business with full forces, as will probably be the case within the next four weeks, there will be no vestige of unionism left. Furthermore, as soon as the furniture strike is cleaned up, a campaign will be inaugurated in this city to abolish every closed shop, because the courts have held that the closed shop is criminal and that men who enter into closed shop agreements are criminals.

I am extremely sorry to have to take issue on this important matter, because in my eyes and in the estimation of many of your friends you have greatly suffered by espousing, in

so partisan a manner, the cause of men who have been spending most of their time since they came to Grand Rapids in the saloon and brothel.

Ernest A. Snow.

The Drug Market.

Oyium—Shows a slight advance.
Morphine and Quinine—Are steady.
Ergot—Remains firm and high.
Oil Bergamot—Has advanced.
Gum Arabic—Is very firm and tending higher.
Golden Seal Root—Is very firm at the advance.
Mexican Syla Root—Has advanced.

William Frederick Goodfellow Blake is covering the territory of David S. Haugh for a couple of weeks.

Get on the List
for the
"Bargain Bulletin"
IT'S FREE

For thirty years we have furnished reliable merchandise to shrewd buyers all over the country, who are always on the lookout for real bargains.

They get their information, prices, etc., from our "Bargain Bulletin," issued monthly, listing hundreds of items which they use as "Leaders" for "Special Sales" to boom their business.

We employ no traveling salesmen, hence our ability to sell you goods at a much lower figure than you are paying. All merchandise is sent on approval. Write today and we will send you our "Bargain Bulletins" regularly. Get in touch with us.

Eisinger, Dessauer & Co.
Wholesale Dry Goods
114 to 124 So. Market St., Chicago

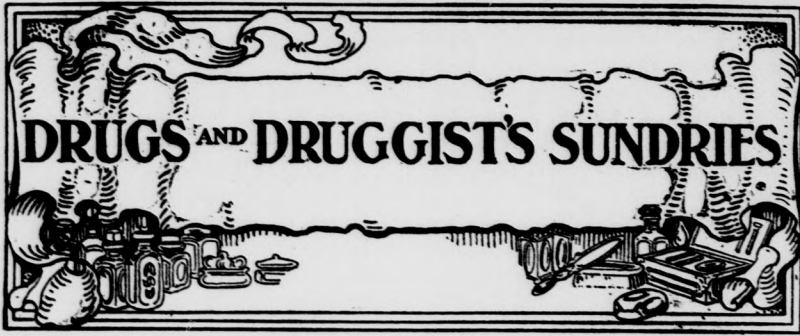
(When writing please mention the Tradesman)

Merchants Are Invited



To call and see our line of Children's and Misses' Dresses, Boys' Rompers, Buster Brown Suits, Ladies' House Dresses, Kimonos, Aprons, etc., Men's Overalls, Shirts, Outing Gowns for Fall—our full line—will be at the Pauline Hotel June 1 and 2.

Vicksburg Clothing Co.
Mfgs. of The Richardson Garment
J. A. RICHARDSON, Manager



Michigan Board of Pharmacy.
 President—Wm. A. Dohany, Detroit.
 Secretary—Ed. J. Rodgers, Port Huron.
 Treasurer—John J. Campbell, Pigeon.
 Other Members—Will E. Collins, Owosso; John D. Muir, Grand Rapids.

Michigan Retail Druggists' Association.
 President—C. A. Bugbee, Traverse City.
 First Vice-President—Fred Brundage, Muskegon.
 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—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. Fanchboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

How To Make a Success in a Small Town.

The first thing to do is to size up the situation and "get onto the job." There is no cut and dried rule to apply to pharmacists and their stores in the small towns. One of the first things is to watch the trade and see what drugs and remedies are most used and keep the stock accordingly.

Some drugs used in one locality are seldom used in others. There are not enough drugs dispensed in the average small town to make it a success to sell drugs only. It is necessary to have side lines; add as many lines as can be properly taken care of, then make them pay or drop them.

Some people hate to quit—it is a good thing to be a "stayer," but when one of your side lines "sticks," and you can not move it, drop it. Keep a good grade of goods in your side line as well as in your drug department and sick room supplies.

The writer thinks that many country pharmacists make a mistake in not selecting some high grade goods and carrying them as regular stock. Many of us have heard such statements as "you can not sell that in this town," etc. Now, Mr. Reader, don't you believe that. You will sell good articles if you have them and reorder many times. Take hair brushes, for instance. You will sell more from one dollar twenty-five cents to three dollars than you will between twenty-five and seventy-five cents.

The people in the small towns and in the country appreciate good things—and know good values just as much as the city trade. If you do not carry the quality of goods they want

they are forced to the city. To be sure the country pharmacist can not sell the quantity that some of the city stores can, but he can sell to a larger percentage of his customers.

The average country pharmacist can find time to manufacture most of his preparations; it helps in many ways. In doing this his laboratory is better fitted—consequently, he is better equipped to compound family recipes and prescriptions; the public soon gets on to it, and it has more confidence in its pharmacist.

Make good use of your window—counter and show case displays, change your displays often, follow the city pharmacist's example in this particular. Use good signs and price cards. If you have never tried it, make a good sized blackboard—this method has made many sales for the writer. Make the people talk about your store, make them proud of it, so that when they have visitors and are showing them the town, they will take them to the drug store. Ten to one you will make a sale while they are in your store.

Be careful of your attitude toward the people of your community. Do not make them think that you think they are under obligation to trade with you. Do not "knock" and find fault with your customers if they do not trade with you as much as you think that they should. If you do, you will soon get a sour disposition and the people will sour on you. Study your customers and learn to please them. Do business in a prompt, honest, businesslike way—the public soon finds out if a person is honest—or a little "shady."

Study the kind of advertising best adapted to your locality. One good way is to take pains to inform eight or ten of your good customers when you have new things in stock that you think appeal to them. They will tell their friends and it is soon all over town. A satisfied customer will do a lot of good advertising for you. Do not try to advertise everything in your store at once, take one thing at a time, try and think out your advertisements and displays yourself, individuality counts. The success of the drug business in the small or large town depends on the individual in charge, his ability to size up the situation and his ambition to "get on to the job" and make it go.—L. V. Doremus in Practical Druggist.

Her Dad—No, sir; I won't have any daughter tied for life to a stupid fool. Her Suitor—Then don't you think you'd better let me take her off your hands?—Boston Transcript.

Don't Pay a Fancy Price for Vinegar

SEND US AN ORDER TO-DAY FOR

Robertson's COMPOUND GRAIN, SUGAR AND GRAPE VINEGAR

The price is 13½ cts. per gallon with one barrel free with each fifth barrel shipped this season

F. O. B. Kalamazoo, Lawton, Grand Rapids, Saginaw, Jackson, F. O. B.
 Detroit, Alpena, Traverse City or Bay City.

STOCK ALWAYS ON HAND AT THESE POINTS

An Ideal Pickling and Table Vinegar
 Satisfaction Absolutely Guaranteed

Lawton Vineyards Co. :: Kalamazoo, Mich.



Our New Home

A. T. Knowlson Company

WHOLESALE

Gas and Electric Supplies

Michigan Distributors for
Welsbach Company
 99-103 Congress St. East, Detroit

Telephones, Main 2228-2229

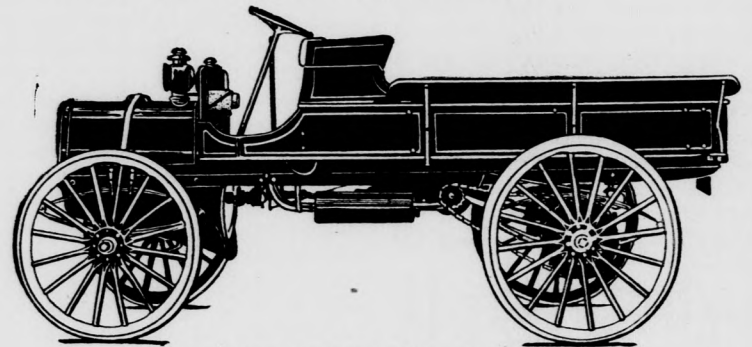
Ask for Catalog.

Visiting Merchants:

Those of you who are interested in improving your delivery service—doing the work more cheaply and more expeditiously are invited to drop in during Merchants Week and look at our line of

Chase Motor Wagons

built in several sizes and body styles—capacity 750 lbs. to two tons—prices ranging from \$750 up to \$2,200.



Chase Wagon Model D, 1,500 lbs. Capacity, \$900

Over 2,500 Chase Motor Trucks and Delivery Wagons are in use. Nothing experimental about them. Catalogue on application.

ADAMS & HART

47-49 No. Division St. :: Grand Rapids, Mich.

We also have a nice line of new and second hand pleasure cars to show you.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including sections for Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Continuation of the drug price list, including items like Lobelia, Magnesia, Mannia, Menthol, Morphia, Myristica, Nux Vomica, Os Sepia, Peppin Saac, P D Co, Pictis Liq, Piper Nigra, Pix Burgum, Plumbl Acet, Pulvis Ip'cut Opil, Pyrethrum, Pyrethrum, Quina, Quina, S G, Quina, S P & W, Rubia Tinctorum, Saccharum La's, Salacin, Sanguis Drae's, Sapo, Sapo, M, Sapo, W, Seidlitz Mixture, Sinapis, Sinapis, opt, Snuff, Macaboy, De Voos, Snuff, S'n DeVo's, Soda, Borax, Soda, Borax, po, Soda et Pot's Tart, Soda, Carb, Soda, Bi-Carb, Soda, Ash, Soda, Sulphas, Spts, Cologne, Spts, Ether Co, Spts, Myrcia, Spts, Vini Rect bbl, Spts, Vini Rect 1/2 b, Spts, Vini Rect 10 gl, Spts, Vini Rect 5 gl, Strychnia Cryst, Sulphur, Roll, Sulphur, Subl, Tamarinds, Terebenth Venice, Thebromiae.



Our New Home
Corner Oakes and Commerce
Only 300 feet from Union Depot

Greater Number of Employes
Larger Stock
Modern Facilities

We ship orders the day received
We invite all our customers and friends to make our store their headquarters during Merchants Week, May 31, June 1 and 2.

Hazeltine & Perkins Drug Co. Grand Rapids, Mich.



Who Pays for Our Advertising?

ANSWER: Neither the dealer nor his customers

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

LOWNEY'S COCOA AND PREMIUM CHOCOLATE for BAKING



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

6

Table of various biscuits and crackers including Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Soda Crackers, etc.

Table for CREAM TARTAR including Barrels or drums, Boxes, Square cans, and Fancy caddies.

Table for DRIED FRUITS including Sundried Apples, Evaporated Apricots, California Citron, etc.

Table for FRESH FISH including Whitefish, Jumbo, Strictly fresh Trout, Halibut, etc.

Table for FARINACEOUS GOODS including Beans, Dried Lima, Med Hand Picked, Brown Holland, etc.

Table for FISHING TACKLE including 1/2 to 1 in., 1 1/4 to 2 in., 1 1/2 to 2 in., etc.

Table for FLAVORING EXTRACTS including Foote & Jenks, Coleman Vanilla, No. 2 size, etc.

7

Table for Jaxon Mexican Vanilla including 1 oz. oval, 2 oz. oval, 4 oz. flat, etc.

Table for JENNINGS (D. C. Brand) including Terpeneless Extract Lemon, No. 2 Panel, etc.

Table for JENNINGS (D. C. Brand) Extract Vanilla including No. 2 Panel, No. 4 Panel, etc.

Table for Michigan Maple Syrup Co. including 2 oz. per doz., Michigan Maple Syrup Co., etc.

Table for GELATINE including Cox's, 1 doz. large, Cox's, 1 doz. small, Knox's Sparkling, etc.

Table for GRAIN AND FLOUR including Wheat, White, Winter Wheat Flour, Local Brands, etc.

Table for MUSTARD including Fancy Open Kettle, Choice, Good, Fair, etc.

Table for OLIVES including Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, etc.

Table for PICKLES including Beutel's Bottled Pickles, 8 oz., per doz., 10 oz., per doz., etc.

Table for PIPES including Clay, No. 2 1/2, per box, Clay, T. D., full count, Cob, etc.

Table for PLAYING CARDS including No. 90 Steamboat, No. 15, Royal, assorted, No. 20, Rover, etc.

8

Table for Sleepy Eye, 1/4s paper, Sleepy Eye, 1/4s paper, Watson-Higgins Milling Co., etc.

Table for Meal including Bolted, Golden Granulated, St. Car Feed screened, etc.

Table for Dairy Feeds including O P Linseed Meal, O P Laxo-Cake-Meal, Cottonseed Meal, etc.

Table for Oats including Michigan carlots, Less than carlots, Corn, etc.

Table for HERBS including Sage, Liver, Laurel Leaves, Senna Leaves, etc.

Table for HIDES AND PELTS including Green No. 1, Cured No. 1, Cured No. 2, etc.

Table for TALLOW including No. 1, No. 2, Wool, Unwashed, med., etc.

Table for HORSE RADISH including Per doz., 5 lb. pails, 15 lb. pails, etc.

Table for MINCE MEAT including Per case, 5 lb. pails, 15 lb. pails, etc.

Table for MOLASSES including Fancy Open Kettle, Choice, Good, Fair, etc.

Table for MUSTARD including Fancy Open Kettle, Choice, Good, Fair, etc.

Table for OLIVES including Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, etc.

Table for PICKLES including Beutel's Bottled Pickles, 8 oz., per doz., 10 oz., per doz., etc.

Table for PIPES including Clay, No. 2 1/2, per box, Clay, T. D., full count, Cob, etc.

Table for PLAYING CARDS including No. 90 Steamboat, No. 15, Royal, assorted, No. 20, Rover, etc.

9

Table for No. 98 Golf, satin fin., No. 808 Bicycle, No. 832 Tomen's white, etc.

Table for POTASH including Babbitt's, 4 00

Table for PROVISIONS including Barreled Pork, Clear Back, Short Cut, etc.

Table for Lard including Pure in tierces, Compound hard, 80 lb. tubs, etc.

Table for Smoked Meats including Hams, 12 lb. aver, Hams, 14 lb. aver, etc.

Table for Sausages including Bologna, Liver, Frankfurt, Pork, etc.

Table for Beef including Boneless, Rump, new, Pig's Feet, etc.

Table for Tripe including Kits, 15 lbs., 40 lbs., 60 lbs., etc.

Table for Casings including Hogs, per lb., Beef, rounds, set, etc.

Table for Canned Meats including Corned beef, 1 lb., Corned beef, 2 lb., etc.

Table for RICE including Fancy, Japan, Broken, etc.

Table for SALAD DRESSING including Columbia, 1/2 pint, Columbia, 1 pint, etc.

Table for SALERATUS including Packed 50 lbs. in box, Arm and Hammer, Deland's, etc.

Table for SALT including Granulated, 100 lbs. cs., Granulated, 34 pkgs., etc.

Table for SALT FISH including Large whole, Small, Strips or bricks, etc.

Table for Holland Herring including Y. M. wh. hoop, bbis., Y. M. wh. hoop, 1901, etc.

Table for Queen, bbis., Queen, 1/2 bbis., Queen, 3/4 bbis., etc.

10

Table for Trout including No. 1, 100 lbs., No. 1, 40 lbs., etc.

Table for Mackerel including Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., etc.

Table for Whitefish including 100 lbs., 50 lbs., 10 lbs., etc.

Table for SEEDS including Anise, Canary, Smyrna, Caraway, Cardamom, etc.

Table for SHOE BLACKING including Handy Box, large, Handy Box, small, etc.

Table for SNUFF including Scotch, in bladders, Maccobay, in jars, etc.

Table for SOAP including Atlas soap, J. S. Kirk & Co., American Family, etc.

Table for Siftings including Siftings, 100 lbs., Siftings, 50 lbs., etc.

Table for GUNPOWDER including Moyune, medium, Moyune, choice, etc.

Table for TOBACCO including Fine Cut, etc.

Table for SOAP POWDERS including Snow Boy, 24 family, size, Snow Boy, 40 lb., etc.

Table for SOAP COMPOUNDS including Johnson's Fine, Johnson's XXX, Nine O'clock, etc.

Table for SODAS including Granulated, gross lots, Sapollo, half gross lots, etc.

Table for SPICES including Allspice, Jamaica, Allspice, Large Garden, etc.

Table for SODA including Boxes, Kegs, English, etc.

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Table for SPICES including Allspice, Jamaica, Allspice, Large Garden, etc.

11

Table for Pepper, Black, Pepper, White, Pepper, Cayenne, etc.

Table for Kingford, 40 lbs., Kingford, 20 lbs., Kingford, 10 lbs., etc.

Table for Pure Cane including Fair, Good, Choice, etc.

Table for TABLE SAUCES including Halford, large, Halford, small, etc.

Table for TEA including Sun-dried, medium, Sun-dried, choice, etc.

Table for Young Myson including Choice, Fancy, etc.

Table for GONG including Pimento, Fancy, etc.

Table for BREAKFAST including Medium, Choice, etc.

Table for FANCY including Choice, Fancy, etc.

Table for FINE CUT including Fine Cut, etc.

Table for SOAP POWDERS including Snow Boy, 24 family, size, Snow Boy, 40 lb., etc.

Table for SOAP COMPOUNDS including Johnson's Fine, Johnson's XXX, Nine O'clock, etc.

Table for SODAS including Granulated, gross lots, Sapollo, half gross lots, etc.

Table for SPICES including Allspice, Jamaica, Allspice, Large Garden, etc.

Table for SODA including Boxes, Kegs, English, etc.

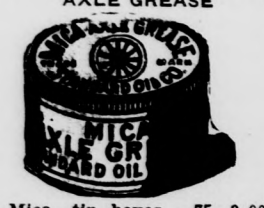
Table for SPICES including Allspice, Jamaica, Allspice, Large Garden, etc.

Table for SPICES including Allspice, Jamaica, Allspice, Large Garden, etc.

Special Price Current

12	25
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.	26
I X L, 5lb.	27
I X L, 16 oz. pails	31
Honey Dew	40
Gold Block	40
Flagman	40
Chips	33
Kiln Dried	21
Duke's Mixture	40
Duke's Cameo	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.	39
Peerless, 3 1/2 oz.	26
Peerless, 1 1/2 oz.	39
Air Brake	36
Cant Hook	30
Country Club	32-34
Forex-XXXX	30
Good Indian	26
Self Binder, 16oz. box	20-22
Silver Foam	24
Sweet Marie	32
Royal Smoke	42
TWINE	
Cotton, 3 ply	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, me'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	40
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	25
Washboards	
Bronze Globe	2 50
Dewey	1 75
Double Acme	3 75
Single Acme	3 15
Double Peerless	3 75
Single Peerless	3 25
Northern Queen	3 25
Double Duplex	3 00
Good Luck	2 75
Universal	3 00
Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 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 1/2
Wax Butter, short c't	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	



White House, 1lb. 90
Paragon 55 6 00



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
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
Puritanos 35
Panatellas, Finas 35
Panatellas, Bock 35
Jockey Club 35



COCOANUT
Baker's Brazil Shredded
10 5c pkgs., per case 2 60
36 10c pkgs., per case 2 60
16 10c and 36 5c pkgs., per case 2 60

14	25
Cotton Braided	
50ft.	1 35
40ft.	95
60ft.	1 65
Galvanized Wire	
No. 20, each 100ft. long	1 90
No. 19, each 100ft. long	2 10
COFFEE	
Roasted	
Dwinell-Wright Co.'s B'ds	



White House, 1lb. 90
White House, 2lb. 1 80
Excelsior, Blend, 1lb. 1 15
Excelsior, Blend, 2lb. 2 10
Tip Top, Blend, 1lb. 1 15
Royal Blend 1 15
Royal High Grade 1 15
Superior Blend 1 15
Boston Combination 1 15
Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Goddard, Durand & Co., Battle Creek; Fielbach Co., Toledo.



Small size, doz. 40
Large size, doz. 75



SAFES
Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.



SOAP
Beaver Soap Co.'s Brand
100 cakes, large size 6 50
50 cakes, large size 3 25
100 cakes, small size 3 85
50 cakes, small size 1 95

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.

GRAND RAPIDS FIRE INSURANCE AGENCY

THE MCBAIN AGENCY
Grand Rapids, Mich. The Leading Agency



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 50 cents.

NATIONAL CHEMICAL CO.
GREENVILLE, MICH.

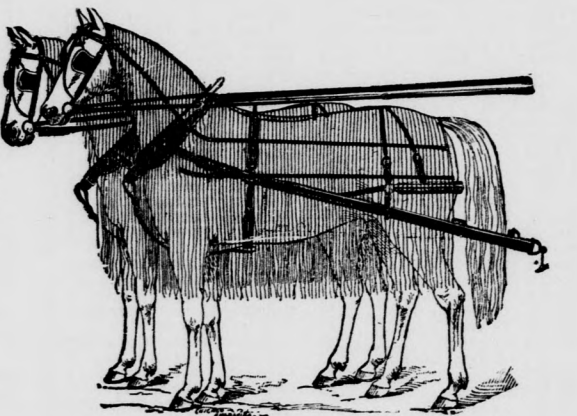
RAMONA

RESORT AND THEATRE IS NOW OPEN

The Courtiers	S E C O N D W E E K	NEDERVALD'S MONKEY
		CROSS AND JOSEPHINE
		TOM AND STACIA MOORE
		KUMA FAMILY
		RAMONAGRAPH
Biggest Instrumental Act in Vaudeville		Best Ever

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.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head by those who wish the first position and the largest circulation, are given preference. No charge for insertion. No advertisement will be accepted for less than 25 cents. (Continued on page 48.)

BUSINESS CHANCES.

For sale or rent. Store building in Manton, Michigan, fitted up and used for general merchandise stock. Country settling up fast. Address Good, care Tradesman. 428

For Sale—Drug stock in good Northern Michigan town, with electric lights and water system. Located on two railroads. Trade established over ten years. Will sell stock and building or stock alone. Stock \$2,000 cash. Address Drugs, care Tradesman. 429

For Sale—Grocery stock in good location, town of 40,000. Will sell for half payment of cash and the balance a bankable note. Address No. 427, care Tradesman. 427

Want to buy, spot cash, stock merchandise, shoes, clothing and dry goods. Ralph W. Johnson, 616 Third St., Peoria, Ill. 426

For sale or trade for auto. Twenty-two syrup soda fountain, eighteen foot marble top counter, ten spring stools, two ten gallon soda tanks, one rocker, on two years' time at \$10 a month or \$20 a month during ice cream season or \$225 cash. All in working order. Address Parrish Drug Co., Hillsdale, Mich. 425

For Sale—Chair factory at St. Marys, Elk county. Best location in northwestern Pennsylvania. Good railroad facilities. Raw material available without long freight haul. Full particulars on application. Kaul & Hall Lbr. Co., St. Marys, Pa. 424

For Sale or Exchange—A two-story store brick building at Colby, Wisconsin; will trade for clean stock of merchandise or automobile and part cash; a bargain. Address S. A. Konz, Rib Lake, Wis. 423

For Sale—Stock fixtures and lease of old established millinery business. Best location in city of 25,000. Inventories \$8,000. W. H. Pulver, Oswego, N. Y. 422

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

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

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

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—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

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—Stock of groceries, with fixtures, inventories about \$1,200. Stock of groceries, including building, \$2,500. Stock of groceries and fixtures, inventories about \$2,000. Stock of hardware, a dandy. Inventories about \$3,500. Stock of clothing, shoes, hats, caps, gents' and ladies' furnishing goods. All new stock, inventories about \$3,000. Address Phillips & Wright, Owosso, Michigan. 399

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 the 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. \$4,000. 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

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., 1005 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 money-maker 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 \$8,000. Also buildings. Good farming country. Reason for selling, Holland community. Address No. 378, care Tradesman. 378

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

Kodak films developed, 10c per roll, any size. Prompt attention given mail orders. Prints 2 1/4 X 3 1/4 to 3 1/4 X 4 1/4. Jr. 4 X 5 to 3 1/4 X 5 1/4, 4c. J. M. Manning, 1062 Third Ave., New York City. 354

For Sale—Up-to-date grocery business, good county seat town 3,500. Cash deal, \$2,500 to \$3,000 stock and fixtures. Address No. 281, care Tradesman. 281

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. 60 cars potatoes shipped this season. Sell at invoice. Wish to go into auto business. Address No. 343, care Tradesman. 343

For Sale—One 300 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 340

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 323

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. 220, care Tradesman. 220

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kanfer, Milwaukee, Wis. 95

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, 1281 Adams Express Building, Chicago, Illinois. 94

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-Allaire Co., 422 Broadway, New York. 339

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.

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

Merchants Week.

(Continued from page 2)

that must eventually result in good to all concerned.

It gives one a broader and better conception of those with whom he has to deal, together with a more clearly defined idea of their social and business integrity, a most important element in the safe conduct of all business affairs. Many a business has been wrecked upon the rock and selfishness. Too much of self and too little regard for the rights and interests of others must inevitably result disastrously, disgust customers, insult friends and diametrically oppose every true and correct business principle that has for its purpose the fostering and upholding of individual progress. It is well, then, to remember in this connection that more flies are caught with honey than with vinegar, and there can be no better opportunity for the cultivation and presentation of a pleasing personality than this same Merchants Week.

It is true local interests often overshadow all others, but in this particular instance local should give way to general interests, and our visiting neighbors should feel that merchants and customers have met upon the common plane of mutual pleasure and individual progress. They will try to contribute to our interests and even to theirs, thereby binding ourselves together in a true and practical friendship, enduring as the Rock of Ages.

In this, and this way alone, can we hope for the best and realize for all time to come that the common good of all as exemplified in the spirit of Merchants Week has popularized our merchants and made Grand Rapids the popular trading center that it is to-day.

As our main office is located in the heart of the city, we extend an invitation to all dealers to call on us, for we would be delighted to meet them.

Frank A. Voigt.

Hazeltine & Perkins Drug Co.

This is an age of good fellowship, co-operation and "pull together." A decade ago and more the spirit that prevailed in banking, merchandising and manufacturing was that of individual effort and defense, together with an entire lack of community interest and endeavor.

Merchants Week in Grand Rapids was inaugurated and has been sustained with a spirit of harmony with the present particular age of commercial pursuits. It is a fact universally acknowledged by both wholesaler and retailer that co-operation, personal acquaintance and the mutual consideration of bankers, wholesalers and retailers has led to splendid results, and that the retailer can be best served by the bank, manufacturer and wholesaler with whom he is thoroughly acquainted.

With this in mind and in the true spirit of the times, Grand Rapids extends an invitation and will welcome in a very enthusiastic manner the prospective visit of the retail merchants to our city next week. Our offices and stores will be the headquarters of many hundreds of merchants, and we predict that Mer-

chants Week will be more abundant in good fellowship and a more profitable experience along all lines than ever before. Lee M. Hutchins.

Special Features of the Grocery and Produce Trade.**Special Correspondence.**

New York, May 23—Spot coffees are firm; perhaps the most so of all staple groceries, and yet the volume of business continues small. Dealers simply take enough to keep assortments unbroken and seem to take no interest in "the statistical position" nor any other aspect of the case. The retailer being slow to advance, the roaster lags, and there the situation remains. At the close Rio No. 7 is quoted at 11 $\frac{7}{8}$ @12c in an invoice way. In store and afloat there are 2,372,983 bags of Brazil coffee, against 3,035,051 bags at the same time last year. Jobbers report a fairly good business in mild coffees at quotations showing little, if any, change from previous quotations. Cucuta, 12 $\frac{7}{8}$ @13 $\frac{1}{4}$ c.

Teas are moving steadily and quotations are well sustained. The general situation, however, shows little, if any, change. Japan teas of the future will not be colored and hence will not be so attractive to the eye, but in due time the change will be welcomed.

Refined sugar is quiet—disappointingly so. We had hoped the warm weather would have a stimulating effect. Quotations generally are 4.90c less 2 per cent. for cash, and buyers want a lower level. They seem determined to wait until they get it, too.

Rice, as well as sugar, is disappointingly slow. Orders are for small lots and no one seems inclined to get out of the rut. Rates are fairly steady but on a low level. Prime to choice domestic, 4 $\frac{1}{4}$ @5c.

Pepper is well sustained, but not an item of interest can be gleaned as to the spice market generally. Trading is of the usual midsummer character and prices are unchanged. Singapore black pepper, 9 $\frac{1}{4}$ @9 $\frac{3}{4}$ c.

Molasses is in light supply, but there is enough to meet all demands, which are naturally light. No change has been made in rates. Syrups are quiet at 25@27c for fancy stock.

Packers are beginning to feel the effect of drouth and already it is prophesied that the pea pack will be only 50 per cent. of a full one. This is applicable to the Maryland and Delaware sections. Holders are loath to accept less than 82 $\frac{1}{2}$ s for standard 3's, but the general rate is 80c. Canada has taken some 50,000 cases and there is still a good call from that section. Corn is steady but with little doing.

There is a little better feeling for top grades of butter, although the general situation seems about unchanged. Creamery specials, 22c; extras, 21c; firsts, 20@20 $\frac{1}{2}$ c; factory, 15 $\frac{1}{2}$ @16 $\frac{1}{2}$ c.

Cheese is steady. Best new stock, 11c for whole milk; old, specials, 14c.

Eggs show little, if any, change. Fresh gathered Western, 17 $\frac{1}{2}$ @18c; held stock, 16@16 $\frac{1}{2}$ c. The receipts of really desirable stock are falling off,

but the market generally is a little better.

What Other Michigan Cities Are Doing.**Written for the Tradesman.**

Lansing is preparing for four days of harness events, to be given August 8-11, under the auspices of the Lansing Driving Club.

Ground has been broken at Battle Creek for a paper mill to cost \$250,000.

Grand Haven is hoping for an improved passenger station and surroundings at the hands of the Pere Marquette Railroad.

The Bay City Board of Commerce has opened a campaign for 1,000 members, to be secured before May 31.

Saginaw will entertain the triennial session of the Michigan Order of Foresters June 21 and 22.

Petoskey aldermen have appropriated \$500 to advertise the city, also \$1,750 to purchase the Imperial Hotel site and \$200 to improve Mineral Well Park.

Secretary Overpack, of the Manistee Board of Trade, is urging that the city's advantages as a resort for summer tourists be pushed.

Traverse City seems to have struck the right idea in planning a series of ward meetings, the object being to explain to the laboring class the workings and benefits of the Board of Trade.

Muskegon will entertain the United Commercial Travelers June 9 and 10; 300 traveling salesmen of Milwau-

kee are planning to come over on the boat.

Port Huron is going after State conventions harder than ever this year and has already booked the Royal Arcanum and the Odd Fellows for next year.

The city of Ironwood has adopted a system of garbage collection which will go into operation about July 1.

The Reed City Board of Trade scored a splendid success at its recent "first annual."

Almond Griffen.

Lansing—A committee consisting of M. C. Bowdish and Charles Reck was appointed at the last meeting of the Lansing grocers to confer with grocers not attending the meeting about the proposed plan of closing Thursday afternoons during July and August. It is said that there are a few up-town dealers who do not attend the meetings of the organization and who have not heretofore closed with the other merchants during the summer. An effort will be made to get all to join. The clearance bureau of the grocers will be ready to be put into operation in about two more weeks. Had all responded with the information necessary, the bureau would have been ready before this.

Apologies are the offspring of insincerity.

BUSINESS CHANCES.

For Sale—An up-to-date drug store, modern in all respects, in hustling town of 3,000. Enjoying a good business. A fine location. Will sacrifice if taken at once. Address G. W. F. Hesse, Midland, Mich. 431



The Barrett Adding Machine Company

Invites you to Grand Rapids
for Merchants Week

WE have arranged for an exhibit at the Grand Rapids Board of Trade where we can get you acquainted with the many ways the Barrett can save you time and money and help you build your business. It's a proposition that appeals to your better judgment.

When you come to register give us three minutes of your time and we will guarantee enormous returns for your investment.



Barrett Adding Machine Co.

142 Court Street

:-:

Grand Rapids, 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 rain 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.

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.



WORDS OF
The Wise Merchants

basis—but to big and little grocers alike—in any and all quantities—is the original

Kellogg's

The Peril in "Free Deals"

Lieut.-Gov. C. E. COON

Of Washington

(In his annual address as President of the Washington State Retail Grocers' Association)

"Do you realize what a 'free deal' means? You get one case free in ten, we will say. To do this you invest in merchandise beyond your present needs and tie up capital which you could use to better profit in legitimate merchandising. . . . When you venture into 'free deals' you restrict your merchandising capacity by just the amount you thus tie up. Buy as you need and eschew all allurements to the 'free deal.' Retail grocers are distributors; not speculators. Speculative purchases are common enough—too common I believe—but I assert with confidence that they are not profitable one-half the time."

The only flaked food sold in America, at the same price all the time—never on a "deal"





RENOWNED FOR
FIT AND WEAR

Welcome Visiting Merchants



RENOWNED FOR
FIT AND WEAR

Make Our Factory Headquarters While in
Grand Rapids Merchants Week

M
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31



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THE IDEAL CLOTHING COMPANY

30, 32 34, 36 LOUIS ST., GRAND RAPIDS, MICHIGAN

