

How Did You Die?

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Did you tackle that trouble that came your way,
With a resolute heart and cheerful,
Or hide your face from the light of day,
With a craven soul and fearful?
Oh, a trouble's a ton, or a trouble's an ounce,
Or a trouble is what you make it,
And it isn't the fact that you're hurt that counts,
But only, how did you take it?
You are beaten to earth, well, well, what's that?
Come up with a smiling face,
It's nothing against you to fall down flat,
But to lie there, that's the disgrace.
The harder you're thrown, why, the harder you bounce;
Be proud of your blackened eye;
It isn't the fact that you won that counts,
But how did you fight, and why?
And though you be done to the death—what then?
If you battled the best you could,
If you played your part in the world of men,
Why, the critics will call it good.
Death comes with a crawl, or comes with a pounce,
And whether he's slow or spry,
It isn't the fact that you're dead that counts,
But only, how did you die?

Thoughts of Gold

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Hundreds can talk to one who can think; thousands can think to one who can see.
John Ruskin.

Though we travel the world over to find the beautiful, we must carry it with us or we find it not.
Ralph Waldo Emerson.

The nature which is all wood and straw is of no use; if we are to do well, we must have some iron in us.
Canon Farrar.

Man was made for growth. It is the object, the explanation of his being. To have an ambition, to grow larger and broader every day, to push the horizon of ignorance a little further away, to become a little richer in knowledge, a little wiser, and more of a man—that is an ambition worth while.
Orison Swett Marden.

Take heed and beware of covetousness; for a man's life consisteth not in the abundance of the things which he possesseth.
St. Luke.

He who knows not, and knows not that he knows not, is a fool—shun him; he who knows not, and knows that he knows not, is simple—teach him; he who knows, and knows not that he knows, is asleep—wake him; he who knows, and knows that he knows, is a wise man—follow him.
From the Arabic.

We have the whole universe with us today; for all of the past is here working for all of the future.

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.

Experience has taught thousands that there

is no economy in cheap, inferior Y E A S T.

Use FLEISCHMANN'S — it is the

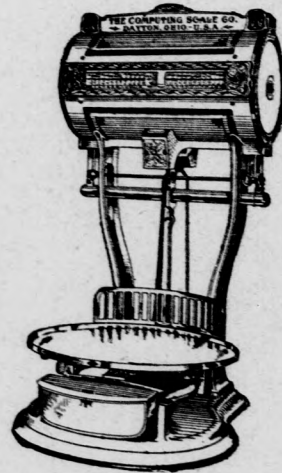
best—hence the cheapest.



Are You With Us?

People are drinking more and yet *more* of our superb "White House" Coffee. Just where and how they obtain the thousands upon thousands of cans we send out is best known to themselves; BUT that they DO—some-where, somehow— is significant that thousands of grocers are "wise" to the FACT that "White House" is a MIGHTY GOOD COFFEE TO HANDLE.

DWINELL WRIGHT CO.
BOSTON—Principal Coffee Roasters—CHICAGO.



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

Snow Boy keeps moving out - Profits keep coming in



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

Ask your jobber's
Salesman

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

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, MAY 31, 1911

Number 1445

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THE REAL ISSUE.

The strike of furniture workers is gradually wearing itself out. The strikers have come to realize that their self-appointed leaders have deceived them at every turn of the road and that a continuance of the period of enforced idleness is both useless and criminal; yet many of them dare not resume work for fear they will meet with bodily injury at the hands of the union hirelings.

The contest has really resolved itself into the question of whether Grand Rapids shall be ruled by white men or by ignorant Poles, encouraged by unscrupulous priests and a demagogic bishop. While there are many fine specimens of manhood among the Polish residents of the city, the majority of them are aliens in thought, action, living and conduct. They kiss the hand of John Widdicombe when he gives them employment and smash the windows of his factory and assault his son when he refuses to bend the knee to the unholy alliance of union officers and Bishop Schrembs. They are demons of fury and resentment when aroused. They observe no bounds of decency and are incapable of restraint. Their women are worse than the men. To mass such inflammable material into a union is criminal. To encourage them to remain in the union, as Bishop Schrembs and his servile priests are doing, is equally criminal. It has been the policy of the Roman Catholic church for centuries to hold its ignorant members in check, to restrain the mob, to subdue men's passions and evil desires. Bishop Schrembs has seen fit to reverse the policy of centuries by allying himself with the cohorts of graft and disorder and offer encouragement and hope to those who seek to destroy the civilization of the ages by putting in the hands of ignorant Poles the fire brand of trades unionism and anarchy. In his public utterances in the past he has deplored the growth of socialism, but when a crisis confronts us and he has a chance to put

his public utterance into execution, and throw the weight of his authority on the side of good government, he reverses himself and the policy of the great church he so wretchedly represents by playing to the galleries and encouraging a continuance of the unfortunate conditions which he helped to precipitate by catering to the mob instead of allying himself with the exponents of law and order.

The Tradesman fully realizes that it will probably suffer, in the estimation of the ignorant and unthinking, by thus referring to the unfortunate attitude assumed by the highest prelate of the Roman church in this community. There are those who cherish the opinion that priests and prelates are infallible and are not liable to fall into error, as other human beings are prone to do. The Tradesman does not share in this belief. A demagogic bishop is no more entitled to respect than a grafting labor leader and he should be made to see that he can not consistently solicit the continual contributions of the rich and well-to-do while he is deliberately under-mining law and order by encouraging the growth of socialism and anarchy. He should use the power of his office to check vice and crime and wink at no act or line of action which leads to chaos and destruction. When he does not do this, he is clearly out of sympathy with the policy of his church and should receive the rebuke which is administered to humble men in humbler circumstances when they transgress the traditions of their church and the common attribute of good citizenship.

OUR MOODS.

Some one has said that our moods are largely influenced by greed or laziness. Be this as it may, it is certain that mood is twin brother to habit, and may lead us quite as far astray. In fact, it is even the more headstrong of the two; for habit we easily recognize as within our control; but our moods—the apology that they are a part of our disposition and general make-up—seem quite sufficient in our own estimation.

In many instances others pass them by in quite the same light. Recently a workman, in commenting upon the difficulty of his employer in keeping help, attributed the trouble, in part, to the capricious treatment of the proprietor. Sometimes he came in with a civil "Good morning." More frequently, if he recognized their presence at all, it was with a gruff monosyllable. "I know it is his way," said the man, "and don't mind it; but many people will not stand it."

There is no reasonable excuse for having such a "way." Things may not go to suit, but the man who is strong enough to keep his vexations from

reflecting a gloom upon innocent people is the one who is going to have the most help in gaining prosperity. It may take some effort at times to throw off a fit of the blues, yet some of the greatest feats have been accomplished under particularly discouraging circumstances; and very few have not been made materially worse by indulgence in despondency.

Moods are arrogant and tyrannical. If we allow them to become master they always strive to pull us down; that is, if of the monochromatic sort. It is quite as possible to substitute those of cheer, hope and charity—those which will render us not "spoor" but companionable.

THOMAS W. HIGGINSON.

The recent passing of Col. Higginson leaves a hole which it will be hard to fill. History, literature, politics and war alike found him alert. While ever ready to dig down into sweeping subjects, the little things which make life bright were never lost from view.

His life connected as with the earlier American literature, running back to the time of Washington Irving, and his life-long travels included some of the most brilliant among our writers. His ancestry was a notable one, including not only a long line of Puritan clergymen but the generous spirit of John Adams, which makes the alliance with Sumner and Wheeler in war times really even. "To be identified in early memories with some limited and therefore Americanistic region, that is happiness," he declared. And that his own life was not in Cambridge, Mass., next door to the famous "unfurnished house," where Holmes was born, was entirely satisfactory to him. In a memorandum made by his mother, he had at 4 "read a good many books." His father's library was rich in biography and history. His inner was a skilled musician. He breathed from the first a refining and pure atmosphere. He was also a lover of outdoor life; yet in one of his most admirable collections of essays on the and kindred subjects, the child skillfully introduced in the closing pages the testimony that his love for humanity towered above it. A graceful writer and genial companion, he was earnest, loyal and sincere—a most beautiful type of the true American.

NEW SUMMER CAPITAL.

A bill has been introduced asking Congress to make an appropriation for a summer home at Lake Minnetonka, Minn., near the "Twin Cities." Our Nation has had many capitals in its history, but never has the seat of government been shifted into the Middle West. In Revolutionary days

it divided the honors between Philadelphia, Baltimore, Lancaster, York, Phoenix, Annapolis, Trenton and New York, convenience and safety being the guiding ropes in the successive transitions. In 1783, after a long debate, Congress decided to establish it near the falls of the Delaware and the next year resolved to meet in New York until the new one was put into proper order. Later several proposals originated and the present location was finally chosen.

The summer home has started with the capture of the minutes of the White House, the seasons usually helping in the selection. While arrangements have already been made by the Taft family to return to Beverly this season, the President has expressed his willingness to accept the new home suggested next year should Congress and the people of Minnesota be fit to provide it.

The location being more central would seem to mean the interests of a larger number of people in a way. For although the summer work of our Chief Executive is not heavy, he would be enabled to observe conditions in widely different areas, and thousands who have never had a chance to see a "live President" would be brought near.

The life, habits and characteristics of the great American hen, from west to east, and north to south, were described to the Senate Committee on Manufactures by Dr. Mary E. Pennington, chief of the Food Research Bureau of the Department of Agriculture. The Committee is investigating cold storage effect on food. Dr. Pennington stated that chickens properly prepared when placed in cold storage were wholesome and beautiful after a lapse of nine months or a year. "Better," she said, "than those fresh killed and kept in twenty-four hours without care or refrigeration. Eggs laid in winter and kept properly refrigerated six or seven months," Dr. Pennington declared, "surpassed eggs fresh laid in summer and kept twenty-four hours before consumption."

It is a common scheme now in London for fashionable tailoring establishments to keep young women waiting about in public wearing the latest diversities of fashion, in order to make them popular and increase their trade. Such models are called "mannequins," and the other day two of them in barem skirts managed to squeeze past the door-keepers and gain access to the houses of Parliament, thereby causing a temporary suspension of business and giving the traditional decorum of that body a hard jolt.

INDIANA ITEMS.

Business News From the Hoosier State.

Indianapolis—Beginning June 1 the large egg dealers and shippers of the state will buy eggs "loss off," and will compel the farmer to sell good eggs or none at all. This decision was reached at a meeting held Monday afternoon, at the Grand Hotel, of the Indiana Association of Car Lot Shippers, which meeting was attended by nearly forty of the one hundred or more members. Resolutions were adopted asserting that after June 1 the dealers would buy eggs only on the plan of "loss off." This decision was in line with the amendment which the last Legislature added to the pure food law, making it a violation of the law to offer a bad egg for sale. This law applies to the farmer, the grocer, the huckster, the dealer, the shipper or to anybody else who sells eggs. H. E. Barnard, State Food and Drug Commissioner, attended the meeting and made an address, in which he told the members that his department would do everything in its power to enforce the new law. Up to this time it has been the common practice for the farmer to sell all his eggs in a lot, regardless of whether the eggs were good, bad or otherwise, and he received a flat price for them. The result was that the consumer had to take his chances on getting good eggs when he bought eggs at a grocery. Some of the members of the Association at the meeting objected to the plan of buying "loss off," because, they said, while they might follow that rule, their competitors would continue to buy the farmers' eggs as they have been doing. This, they said, would mean that the dealer who insisted on candling the eggs when he bought them, and paying for them according to grades, would lose his customers, and would not be able to buy eggs against a competitor who offered to buy without candling or grading. Mr. Barnard told the members that if they found any competitor doing this, they should notify him and he would send an inspector to prosecute the offender. "It is a crime for any person to offer a bad egg for sale," said Mr. Barnard, "and the fact that a person has a bad egg in his possession is proof he intends to sell it. What we propose to do under the new law is to prevent the sale of bad eggs. We propose to protect the consumer. When a consumer goes to a grocery and buys a dozen eggs he must get good eggs. Frequently, heretofore, when a man bought a dozen eggs he got two or three bad ones. This practice must be stopped. The consumer must get what he pays for. Not only will we insist on the shipper living up to the law, but we propose also that every grocery shall guarantee the eggs it sells. Then the consumer will be protected." Some of the members said they had seen in grocery store signs that read, "We do not guarantee the eggs we sell." "This will not help the grocers," said Mr. Barnard. "They have got to guarantee the eggs they sell. They must deal fairly with their customers." Mr. Barnard said large placards

had been sent out to dealers notifying them of the provisions of the law, and that the law would be enforced. It was pointed out by some of the members at the meeting that shippers would evade the Indiana law by shipping their eggs to other states, thus making the business inter-state commerce. But Mr. Barnard told them the federal pure food law was almost identical with the Indiana law on this subject, and that any shipper who undertook to ship bad eggs out of the state would be proceeded against under the federal law, and his shipments would be seized. The Secretary was directed to send a notice to all the absent members, notifying them of the resolution to buy eggs "loss off," beginning June 1.

Decatur—Arrangements have been completed by Cartwright & Headington, of this city, for the opening of a branch store in Dunkirk. Wesley Milligan, of this city, will be manager of the store and will take with him Frank Wilson, formerly of Dunkirk, but who for some time has been employed in the Portland establishment. The store will be ready for business June 1. The room recently vacated by Dr. J. H. Gray as a drug store has been leased, and workmen are now engaged in remodeling the place for the new occupants.

Ft. Wayne—John Sauerteig, for many years located in the bakery business at 114 West Washington street, announces that he has consolidated his business with that of Henry Emrich under the firm name of the Emrich Baking Company, at 1,247 Maumee avenue.

Indianapolis—Members of the Indiana Retail Shoe Dealers' Association held a meeting recently to make plans for entertaining the retail shoe dealers of Indiana, when they come to this city, June 7 and 8, for a State meeting. Other meetings will be held, it was said, before the programme is announced. Letters were sent out some time ago to several hundred dealers throughout the state, inviting them to attend the meeting. Nearly two hundred have replied that they will be here. Many others say they will come if possible. The local promoters of the meeting, therefore, expect an attendance of between two and three hundred. It is the purpose to organize a State association of retail shoe dealers at the June meeting, the purpose of which will be to undertake to break down some of the abuses that have been heaped on the shoe dealer and the consumer by the trusts. One of these abuses, it is pointed out, is the adulteration of sole leather, which evil has become common. As a result, many shoes do not wear as well as they did when the old-fashioned sole leather was used. The elimination of the large number of styles in shoes also will be one of the objects of the organization.

Kendallville—Cyril Wilson, who has been employed at the James D. Snyder drug store for the past year, has tendered his resignation and will leave for Marion, where he has accepted a position with the R. L. Lander pharmacy.

Indianapolis—H. E. Barnard, State Food and Drug Commissioner, says meat dealers who have stands at the city market have until next Saturday either to place cases for the protection of their meat displayed there or to show that they have ordered such cases. The corps of field inspectors spent last week, on market days, watching the meat stalls, and reported the necessity of acting at once. Reports of shoppers with soiled hands handling the meat, of its being unprotected from dust and dirt and of its being exposed to whatever germs might be wandering about the market place were made to Mr. Barnard. The question of protection for meat in the public market came up about a year ago, when the State department decided that protecting cases should be provided. The dealers, however, obtained an extension of time, on the assertion that they were endeavoring to arrange with the city for supplying refrigerating cases. Whatever effort was made in that direction failed. About 50 per cent. of the dealers purchased cases when Dr. Eugene Buehler, former City Health Commissioner, had an ordinance introduced requiring the covering of meat in the market, but when the ordinance failed to pass the cases were set aside.

Outcome of the Coca Cola Case.

Nearly two years ago the United States Government, through its Pure Food Bureau, started an action against the Coca Cola Company, by seizing some barrels of the product or of its ingredients, charging that the beverage was both adulterated and misbranded. The law's delays have been exceedingly noticeable in this case, being chargeable, it is said, mostly or wholly to the prosecution, for what purpose may be surmised. It has been openly asserted that the defendants would surely be "put out of business," even a chief official himself in a recent public speech going so far as to prejudice the case by saying the Government was going to win. At that time we predicted that the Government was going to get licked. This prediction has been justified, for the Coca Cola Company has won on both counts and the case was virtually thrown out of court, although it is stated that an appeal will be taken by the Government.

The formal details of the case need not be related. An army of experts testified on both sides, but the defendants had by far the better of the argument. The charge that the beverage was adulterated by the presence of an "added ingredient" (caffeine) was disproved, it being shown very clearly that caffeine is a normal and essential constituent of one of the plants from which the preparation is made. The further charge that caffeine is a poison, harmful and dangerous, was as easily disposed of. Coca Cola contains less caffeine than tea or coffee; if the authorities were to debar it, they would, to be consistent, be obliged to fulminate and promulgate against coffee and tea likewise, but some food specialists like coffee! It was proved that coca was used in the manufacture of the

article, but as it is first deprived of its cocaine, there is no danger from this alkaloid. To bolster up its case the Government advanced many preposterous, puerile and biased charges; it asserted that coca cola is made under unclean and disgusting conditions, when every one who visits the manufacturing plant remarks upon its exceptional neatness. After all its delay the case of the Government was presented in a slipshod, unsystematic way, far from creditable to the legal counsel, and there was a lot of wholly unwarranted imputations and wrangling, out of place in a court of law. The Government deserved to lose the case for these reasons alone, although it is a matter for congratulation that it lost on its merits.

The whole affair is an example of an attempt to make a scapegoat of a representative concern without facts sufficient to back up the bluff. The authorities at Washington seem to be unable to view any matter from more than one angle. They have been industriously engaged in scaring the public half to death by the cry of narcotics and poisons and adulterations, through muck-raking and "inspired" articles in newspapers and magazines, until they apparently have lost the power to distinguish between a poisonous and non-poisonous alkaloid. The threat (for such it is) has been made that if the Government won this case, it would then proceed against some two or three thousand other beverages containing caffeine or equally harmful(?) drugs. The Government says caffeine is a poison when in such beverages. Who is the Government, or its paid employes, to thus arrogantly pass judgment? Just as good and honest and learned and scientific men as are to be found in the Pure Food Bureau have found and know that caffeine is not the soul and body destroying substance the food experts would have us believe, in fact, the preponderance of ability, learning and honesty has been overwhelmingly upon the side of the coca cola people in the trial of this noted action.

If the Government would only quit chasing rainbows and fashioning bogies and confine its efforts to the discovery and correction of real abuses and real dangers what a relief it would be to reputable firms and what a benefit to the public at large. Ever since this food and drugs act went into effect the Washington crowd have been chasing up dark alleys and groping around for possible (in their opinion undoubted) malefactors, when in broad daylight the real crooks have not been discerned.

Where there is obvious intent to defraud, to endanger life and health, we would uphold all means to prosecute and wipe out the doers thereof, but to attack a legitimate and commendable firm and its product, as in this case, upon the mere assertion and biased opinion of one or more individuals, actuated mainly by a desire to "catch 'em," is only to cast suspicion on all other actions where the facts and the motive are above suspicion.—Practical Druggist.

Increasing Use of Fertilizers in the United States.

Soil foods seem to be rapidly gaining in popularity and also in absolute requirement among the agriculturists of the United States. The total value of imported fertilizers, including materials largely although not exclusively used for that purpose, aggregated \$40,000,000 in the calendar year 1910, against \$10,500,000 in 1900 and \$5,000,000 in 1890, according to figures compiled by the Bureau of Statistics of the Department of Commerce, while other reports covering the production of fertilizers indicate also a large and perhaps equally rapid growth in domestic output of the various materials used for fertilizing purposes. The production of phosphate rock, for example, largely used in the manufacture of artificial fertilizers, increased, according to reports of the Geological Survey, from \$6,500,000 in 1904 to \$10,750,000 in 1909, while the census office reports the value of fertilizers manufactured in 1890 at \$39,000,000, in 1900 at \$45,000,000, and in 1905 at \$57,000,000; and if the rate of increase just shown with regard to the production of phosphates, a basic material in the manufacture of fertilizers, occurred also in the output of manufactured fertilizers during the period since 1905, the total production in 1910 was probably \$70,000,000. Meanwhile the United States exported last year fertilizers to the value of \$10,000,000, making the approximate consumption of soil foods by the farmers of the country about \$100,000,000 per annum, omitting consideration in this country of cotton-seed meal, used in part as fertilizer material, but largely as a food for live stock.

The increase in importation of the more important classes of articles used as fertilizers is indicated by the following figures: Imports of soda nitrate, or Chile saltpeter, increased from \$3,000,000 in 1890 to over \$16,500,000 in the calendar year 1910. The imports of potash salts of the fertilizer class, chiefly the muriate and sulphate, increased from \$1,000,000 in 1890 to \$6,660,000 in 1910, while imports of phosphates, guano, kainit and other fertilizers increased from \$1,000,000 in 1890 to \$9,500,000 in 1910.

The commercial sources of the elements chiefly relied upon as soil foods—nitrogen, phosphoric acid and potash—are comparatively few. Nitrate of soda, valuable because of its high content of nitrogen, comes almost exclusively from Chile, from which the imports amount to over 300,000 tons, valued at about \$13,000,000 per annum. The potash salts are practically all the product of Germany, the imports therefrom of muriate of potash, valuable by reason of its richness in available potash, ranging from 200,000,000 to 400,000,000 pounds, valued at from \$3,000,000 to \$5,000,000 per annum. The imported sulphate of potash also comes chiefly from Germany, although smaller amounts are imported from Belgium, Austria-Hungary and Japan. Imported guano comes from a considerable number of countries, although mostly from Peru and Germany, smaller amounts being import-

ed from the United Kingdom, Mexico, Netherlands, the Dutch West Indies, and, in some years, from Uruguay, Venezuela and British possessions in Oceania. Of the imported crude phosphates, Belgium, French Guiana and British Oceania are the chief sources; while of the other imported fertilizers not separately enumerated by the Bureau of Statistics, Germany is the chief source, supplying from 70 to 80 per cent., the remainder being chiefly from the United Kingdom, Canada and Belgium.

Additional evidence of the increased consumption of artificial fertilizers in the United States is contained in the figures of the census, which show that the number of establishments devoted to that purpose increased from 278 in 1880 to 553 in 1905; the tons of material used from 727,453 to 3,591,771, and the value of their product from \$20,000,000 in 1880 to \$57,000,000 in 1905. The materials used by the domestic fertilizer industry in 1905 included bones, tankage, etc., worth \$5,000,000; phosphate rock, \$4,500,000; potash salts, \$3,500,000; superphosphates, \$3,000,000; cotton-seed meal, \$2,000,000; pyrites, \$2,000,000; kainit, nearly \$2,000,000; nitrate of soda, \$1,750,000; sulphuric acid, \$1,000,000; fish, nearly \$1,000,000; ammonia sulphate, a little over \$500,000, and various other articles, such as sulphur, lime, wood ashes and salt.

Science and Art in Business.

To my mind the organizing of great business concerns, buying, selling, assembling and distributing, figuring on supply and demand, cost of production and handling and employing successfully large corps of men is a science. Success in it requires a high order of intelligence, untiring energy and practical experience. The judging and handling of credits is all of this and more, it is an art. It requires a knowledge of all these and more. It requires a peculiar endowment or quality of mentality possessed by few. The man who can pass upon credits from the lakes to the gulf, from the river to the sea, who can at the same time keep posted upon conditions in the wheat fields of the Dakotas and the plains; the cotton and holl weevil of Texas and the South; the sugar crop of Louisiana and the rice situation in Arkansas; corn conditions in Missouri, Illinois and Iowa; the price of Jack in the zinc and lead district, and oil in Kansas; looking out for labor troubles and railroad tie-ups the while, who can maintain a proper equilibrium, while being buffeted on one side by the proprietors and directors who are demanding a smaller percentage of losses and a larger percentage of profits; on the other side by the sales-managers and salesmen clamoring for more liberal terms and larger lines of credit for their customers to enable them to meet competition from other cities; who can hold within proper bounds the over-ambitious salesman whose energy is inspired by the goal of a larger bonus for this year, or a better contract for next, and whose zeal may or may not be tempered with knowledge, when he takes a thousand dollar order from a five hundred dollar man

who has not yet cleaned up for last season's bills, and writes in that conditions in that locality were never better and the buyer is as good as gold, notwithstanding the fact that he was a little sore because you drew on him for a bill that was just due or would not let him discount a net cash bill, that, notwithstanding this he sold him, got in ahead of the other competitors, one of whom had been selling him for years and others were trying to; who can locate the big order for a new stock for the Peoples' Store, at Water Valley, Mississippi, as being from the same fellows who burned out at Medicine Lodge, Kansas, and Fort Smith, Arkansas, and afterward made a bad failure at Wichita Falls, Texas; who can judge of credits in a country he never saw, and can tell whether a man he never met is honest from policy or principle, or whether he is honest at all; who can pass intelligently and justly upon the character and ability, local surroundings, influences and possibilities of those to whom he extends credit. The man who can do all this and at the same time keep his nerves at proper tension, can wear a smile, eat heartily and sleep soundly, has in his make-up the highest quality of commercial acumen, something different from, or should I not say, something superior to that possessed by the general run of successful men. What it is exactly can not be defined; but it enables those who have it to develop a faculty which others have not. It may be a sixth sense, it may be intuition, but I believe you will all modestly ad-

mit that you have it add that it works.

Bankers have much in common with credit men in business, however. I sold goods for a time on credit, and never did like the credit business; then quit it and went into a business where it is all credit. We bankers are selling our commodity on a profit margin of from 4 to 8 per cent.; you are selling yours on a larger margin of profit and probably taking proportionately more risk. Salesmen must be competitors, but credit men should all be partners. Credit men should not even try to stand alone. To paraphrase a little: "They should share each others' woes, each others' sorrows bear, and each should always ready be to help the other wear." W. C. Harris.

Dates For the Next Convention.

Port Huron, May 29—The Business Men's Association of Traverse City has named Feb. 22, 23 and 24, 1912, as the dates for holding the next convention of the Retail Grocers' and General Merchants' Association. The committees have been appointed to take charge of the various entertainments and promise to eclipse any convention heretofore held by the Association.

I expect to be in Grand Rapids June 1 and 2 to attend the Merchants Week of the wholesalers and would like to meet as many of the merchants of the unorganized towns as possible, with a view of getting them into line for our next convention. J. S. Petrol, Sec'y.



How Many Got Away?

Install a system of carriers to increase the efficiency of your clerks; to help them make more sales.

To make certain that all sales are properly handled.

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Agencies Everywhere



Movements of Merchants.

Lamont—Albert Kramer has bought the John Burdick store.

Cadillac—James Johnston will soon start in the grocery business.

Dundee—Fred Mills will open a Racket store in the near future.

Lansing—M. C. Williams has sold his grocery stock to Frank Dehn.

Traverse City—Jos. Vraný has purchased the meat market of John Urban.

Adrian—C. S. Baker has purchased the shoe stock of Lyman Benedict, of Jasper.

Millington—Chas. Farnum has sold his grocery and ice cream business to Geo. Johnson.

Muskegon—The Lund Clothing Co. has changed its name to the Square Clothing Co.

South Lyon—A. E. Holloway will open a grocery store in the Hodgeman building.

Coopersville—Herman Honholt has accepted a position with the Durham Hardware Co.

Adrian—C. F. Aldrich has remodeled his cigar store and has opened it to the trade.

Fort Huron—S. D. Goldsmith, of Detroit, will open a clothing store in the Bricker block.

Maple Rapids—Mrs. Chandler Creasinger has sold her stock of goods to S. P. Horr.

Battle Creek—The Red Cross Pharmacy Co. has changed its name to the Gordon Drug Co.

Dimondale—Mr. and Mrs. C. T. Bramble have purchased the general stock of A. W. Nisbet.

Butternut—Livingston & Lee have purchased the feed mill recently operated by John A. Dyer.

Battle Creek—The Gros Grocery Co. has changed its name to the Wolverine Grocery Co.

Allegan—The White bakery and the Bracelin grocery have been sold to Gerrit and Simon Dykstra.

Detroit—Johnson & Ogden have opened a new decorating establishment on Woodward avenue.

Kalamazoo—Fred Glass has opened a fancy grocery and delicatessen store opposite the Majestic theater.

Alma—Delbert P. Struble has opened a confectionery, fruit and lunch room in the Holiday building.

Chesaning—Frank J. Walser has sold his men's furnishing and clothing stock to his brother, Leo W.

Mt. Pleasant—The Farmers' Elevator Co. has been organized to buy and sell coal, wood, lime, cement, etc.

St. Johns—W. H. Richmond has purchased Fred Decker's interest in the livery business on Higham street.

Battle Creek—The Period Cigar Co. has started into the wholesale tobacco business in connection with its retail store.

Detroit—The J. F. Hartz Co., dealer in surgical instruments, has increased its capital stock from \$30,000 to \$250,000.

Detroit—A. J. S. Beer has opened a new confectionery and cigar store at the corner of Woodward and Horton avenues.

Sturgis—Murel Jackman, head clerk in Tobey's drug store, has resigned his position and purchased a drug store in Hudson.

Grand Ledge—The Frank S. Ewing stationery store has been closed under the terms of a chattel mortgage, held by W. J. Babcock.

Nashville—O. M. McLaughlin is again back in the clothing business at his old stand, after being out of the harness for a few months.

Charlotte—Celio Landi and Pietro Renucci, of Ionia, will open a fruit store in the building recently occupied by the Roblin Shoe Co.

Battle Creek—J. J. Jones and W. B. Ward, of Chicago, have leased the building at 41 East Main street and will put in a grocery stock soon.

Cadillac—William Kaiser has taken his son, Austin, into partnership in the grocery business. Hereafter the firm name will be William Kaiser & Son.

St. Joseph—Articles of association have been filed with the County Clerk by the Dahlman Drug Co., of Millburg. The capital of the company is \$5,000.

Grand Ledge—A. C. Davis, for many years one of the most prominent business men of the city, died Tuesday, May 23, after an illness of three weeks.

Benton Harbor—Miss Grace McCrone has bought the grocery stock of the small store on South Pipestone street, which was conducted by Mrs. Nelson Plumb.

Muskegon—Carl Schoenberg has purchased the grocery stock of C. A. Bramble, Jr., and his sister, Viola Schoenberg, has purchased the dry goods stock of W. H. Howe.

Traverse City—John Muchie has resigned his position with the Hannah & Lay Mercantile Co. He will go to Manton, where he will manage a furniture and undertaking business.

Detroit—The Howe Drug Co. has engaged in business with an authorized capital stock of \$1,000, of which \$500 has been subscribed, \$71.10 paid in in cash and \$318.19 in property.

Alpena—B. Simmons and M. Elias, of Detroit, have rented the corner store of the Beck block and will open a barber shop. They will also carry a line of men's furnishings, cigars and tobaccos.

Shelby—A. M. Lester, for some years a leading merchant of Hart, being engaged with C. A. Eddy in a general line under the firm name of Lester & Eddy, died Monday, after an illness of some weeks.

Battle Creek—Beginning June 1 all grocery stores and meat markets will close their places of business at 12:30 o'clock Thursday afternoon during the hot months of June, July, August and September. Heretofore the time was limited to July and August, but this period has been arranged to include June and September.

Manufacturing Matters.

Big Rapids—W. N. Seaton has purchased the residence and grist mill of Harry Brown.

Allegan—The Stringdale cheese factory was entirely destroyed by fire one day last week.

Detroit—The Independent Stove Co. has increased its capital stock from \$175,000 to \$225,000.

Detroit—The new Towar Creamery has opened at the corner of Custer and Woodward avenues.

Detroit—The capital stock of the Commerce Motor Car Co. has been increased from \$10,000 to \$25,000.

Wayland—E. Bursleson & Son have started a broom factory in the rooms over J. A. Martin's blacksmith shop.

Bay City—The Columbia Manufacturing Co., manufacturer of shirt waists, etc., has increased its capital stock from \$25,000 to \$60,000.

Holland—Two new concerns have been secured by the Board of Trade—the Simplex Fence Machine Co. and a firm manufacturing a new brand of collapsible umbrellas.

Lansing—The Haight Auto Lighter Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Tilden Saw Co. has changed its name to the Tilden Saw & Manufacturing Co. and its principal office to Wyandotte. It has also increased its capital stock from \$60,000 to \$100,000.

Detroit—The Redshield Hustler Power Car Co. has engaged in business to manufacture automobiles, etc., with an authorized capital stock of \$40,000, of which \$20,000 has been subscribed and paid in in property.

Detroit—The Detroit Power Apparatus Co. has engaged in business to manufacture and deal in machinery, tools, etc., with an authorized capital stock of \$50,000, of which \$25,000 has been subscribed and \$5,000 paid in in cash.

Muskegon Heights—A new company has been incorporated under the style of the March-Tenney Co. to manufacture drinking fountains, etc., with an authorized capital stock of \$20,000 common and \$10,000 preferred, of which \$20,000 has been subscribed, \$30 paid in in cash and \$20,000 in property.

Benton Harbor—Morrill & Morley, dealers in spray pumps, have merged their business into a stock company under the style of the Morrill & Morley Manufacturing Co., with an authorized capital stock of \$10,000 common and \$5,000 preferred, of which \$15,000 has been subscribed and paid in in cash.

Fool Legislation.

We have spoken before of the fool legislation that is contained in Federal and state attempts to meddle with the cold storage question. It is done usually by some politician who is as ignorant as a horse block of the merits of the case. He sees a chance to get his very unimportant name before the public and away he goes with a bill to regulate something, he knows not what. The cold storage question, like that of going home to dinner, may be safely left to regulate itself. Under the old order of things we had a famine of butter in the winter and a flood in the summer. Cold storage came in and equalized the supply so that there was less loss to the producer and a fairer price for the whole year to the consumer.

There has been no injury to any on the butter question, but rather great good to a great number. It seems that there are a great many people that need to be told that butter is one thing in this world that always advertises its true conditions to the buyer. If it is poor and off flavor, it says so with a frankness that a wayfaring man, although a fool, need not mistake. Cold storage is a great blessing to the farmer, and the consumer as well, but it is sometimes a snare to the speculator. Here comes Representative Littlepage, of West Virginia, and proposes to "little-page" a large schedule of foods produced on the farm by the enactment of a law in Congress declaring such foods adulterated if kept in cold storage more than three months.

Such men are like a bull in a china shop, constantly liable to knock down more crockery than his hide is worth. And so the farmer must constantly stand on guard against fool legislation in one way or another. It is all for the benefit of the legislator and no one else.

It reminds us of the story of the boy who took a great deal of pride in his bull pup. One day he persuaded his father to get down on all fours and growl at the pup. The first thing the old man knew the pup had him hard and fast by the nose. "Take him off, Bill!" he hollered, "take him off!" "Hang on as long as you can, dad," said Bill; "it's the making of the pup."—Hoard's Dairyman.

A plan has been adopted by the Rochester Chamber of Commerce which has proved very popular and very successful throughout the West. It will have a lunch room in connection with the Chamber, and business men can make their appointments with other business men at the luncheon hour. The lunch room will accommodate 150 persons. The scheme will be watched with interest by Chamber of Commerce members throughout New York State.



The Produce Market.

Asparagus—\$1 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 of fresh have increased considerably during the past week. Owing to the low prices prevailing, there is an active demand for all grades, and the market is firm at 1c per pound advance. The quality of the current make of butter is improving as the season advances, and speculators are beginning to take butter for storage. This is mainly responsible for the advance. Local dealers hold fancy creamery at 22c in tubs and 22½c in prints. They pay 16c for No. 1 dairy and 14c for packing stock.
 Butter Beans—\$1.50 per ⅔ bu. box.
 Cabbage—New commands \$3.50 per crate.
 Celery—\$1.35 per doz for California.
 Cocoanuts—60c per doz. or \$4.50 per sack.
 Cucumbers—\$1 per doz. for hot house.
 Eggs—The market has shown very little change in prices during the past two or three weeks. Prices are low and have been for two months. The consuming demand is of a good size, but not nearly large enough to keep the market cleaned up. There has been a great many going into storage during the month at prices ranging around 13@14c, which is about \$1.50 per case less than a year ago. Present indications are that there will be very little change in the market for some time to come. Local dealers pay 13@13½c 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, \$6.05@7 per box; Messinas, \$6.25@6.50 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 yellows; Egyptian, \$3.75 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 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@1.40 per bu. The market on old potatoes showed very little change during the week and the demand is just fair. The supply of new potatoes shows quite an increase and prices are so low that it is expected it may affect the demand for old stock.
 Poultry—Local dealers pay 12c for fowls; 8c for old roosters; 13c for old ducks and 16c for young; 14c for turkeys; broilers, 1¼@2 lbs., 24c.
 Radishes—18c per doz.
 Spinach—60c per bu.
 Strawberries — \$2.75@3.25 per 24 quart cases from Illinois and Missouri. The supply has been much too small during the past two weeks for the demand and has also been very unsatisfactory on account of the quality being so poor, but the first shipments of good berries commenced arriving last week and they are of a much better quality.
 Tomatoes—\$2.75 per 4 basket crate.
 Veal—Dealers pay 6@9c.

A London medical authority on digestive matters says that singing a song is a better way of promoting a good appetite than drinking a sherry-and-bitters or other alcoholic stimulant. He adds that to sing just before a meal changes the air in the lungs and expands them in a most beneficial way, and it also increases the normal muscular development of the stomach and chest. All this tends to create an increased desire for food. Just imagine this practice being indulged in at a restaurant or boarding house

Queen Mary has commanded that the bouquet she will carry in the coronation ceremonies will be of spicy carnations, and the flowers from which it is understood her choice will be made include a variety from America, the Lawson pink, a beautiful cerise blossom. One quality that prompted Queen Mary's selection was the great endurance of the flower. However hot the coronation day may be, the carnations will not wither so quickly as other flowers. The rose would be wanting in this respect.

The timekeeper, who is also the state controller, has docked Gov. Woodrow Wilson for the time he was absent on his Western junketing tour, giving the amount thus deducted from his wages to the man who performed the duties during his absence. The next thing in order would naturally be the installation of a time clock, so that an accurate record could be kept of the time the governor spent on the job.

The Grocery Market.

Sugar—The demand is showing a slight increase over a week ago and it is expected that this will continue from now on. The raw market also shows an advance for the week, but refiners are still taking supplies only as needed to meet immediate demand. The Louisiana Planter says of the cane crop: "There has been too much rain during the past week for the best interests of our sugar planters, although no harm can be said to have resulted, but it has kept them out of the field and delayed work."
 Tea—The first samples of new Jap-an teas have arrived and wholesalers say they are of excellent appearance and will without doubt take well with the trade in general. Prices are about 2c per pound higher than at the opening a year ago.
 Coffee—All grades of Rio and Santos are about ¼c higher than a week ago, owing to a combination of speculative influences. The demand, which has been exceedingly dull for several weeks, shows some improvement. Buyers seem to have a little more confidence in the market and are taking goods somewhat more freely. Mild grades have advanced about ¼c in sympathy with Brazils and are in fair movement. Mocha and Java are firm, unchanged and quiet.
 Canned Fruits—The demand shows an increase over the demand of a short time ago. Gallon apples, however, are so high that the demand is not nearly as large as it should be at this time of year. The packing season on berries in Baltimore is just opening and as usual the stock in the wholesalers' hands is very small and some varieties can hardly be had at any price. The season for packing fruits in California is just opening and it seems assured that apricot prices will be much higher than a year ago. The high prices on all dried fruits for future delivery will without doubt cause a higher range on peaches and pears.
 Canned Vegetables — The future business in tomatoes is of small proportions for the time of year, as few seem anxious to take any large quantities. Corn is still in demand and prices are the same as quoted last week. A small business is being transacted in futures, but packers do not seem anxious to sell at present quotations.
 Dried Fruits—Spot peaches are higher by reason of the prospective short crop. Prices on new peaches are about 3c per pound above old. Apricots on spot are almost cleaned up. Futures are quoted on an extremely high basis—15@18c, according to grade. Short crop is responsible. Raisins are also firmer, and the spot market is working upon account of the prospects for short crop. Future raisins are about 3c above the spot price. Currants are unchanged and quiet. Spot prunes are exceedingly scarce and high, but the demand is remarkably good under the circumstances. If it continues, the supply will be absolutely cleaned up. Future prunes are firm at the highest price named since the opening—5c basis coast. The outlook,

however, is for a good crop, which will doubtless mean lower prices if the foreign demand does not take a good many.
 Cheese—Some old cheese is around, mostly held at 2c above the price of fancy new. The receipts of cheese are about normal for the season, and the quality is very good. Low prices have stimulated the consumptive demand very considerably.
 Syrups and Molasses—Glucose is without change. Compound syrup has entered upon its dull season, and is quiet and unchanged. Sugar syrup is dull at ruling prices. Molasses is dull and unchanged.
 Spices—The demand is of a fair size and prices on peppers of all kinds are very firm, and unchanged during the week just past.
 Fish—Mackerel still rule on a low basis, but the demand is quite light. Cod, hake and haddock are unchanged and dull. Salmon on spot quiet, scarce and high. Future prices on salmon have not yet been named. Domestic sardines, in spite of alleged short pack and great scarcity, continue to rule rather easy at the prices previously quoted. Imported sardines steady and in fair demand.
 Provisions—Smoked meats at ¼c higher. Stocks, however, are reported ample. Pure lard is steady and unchanged. Compound is firm at ¼c advance. Owing to the unusual closeness between the price of pure and compound lard many bakers and other consumers of lard are buying pure instead of compound. Dried beef is firm and unchanged. Barrel pork is steady at a drop of 2c per barrel. Canned meats are unchanged and quiet.

The Drug Market.

Opium and Quinine—Are steady.
 Morphine—Has advanced 3c an ounce.
 Norwegian Cod Liver Oil—Has declined.
 Ergot—Is lower.
 Guarana—Has declined.
 Quicksilver—Is lower.
 Elm Bark—Continues high.
 Prickly Ash Bark—Has declined.
 Oil Bergamot—Has advanced.
 Oil Peppermint—Has declined.
 Gum Camphor—Has declined 1c a pound.
 Celery Seed—Has declined.

Clarence D. Haugh and Miss Alice Maude Staley will be married at 2:30 this afternoon at the home of the bride's parents, 303 West Grand Boulevard, Detroit. The wedding will be quiet, on account of the recent death of the groom's mother. The couple will take a wedding trip around the lakes and later take up their residence with the groom's father on South Terrace avenue.

Claude M. Crittenden has engaged to travel for the Horton & Cato Manufacturing Company, of Detroit. He will cover the large cities, specializing on Royal salad dressing.

Be sure you are a good loser before participating in a game of love.

People who talk too much never talk well.

Detroit Produce Market Page

HOT WEATHER TALK.

Some Reasons Why It Is Best To Cut It Out.

Written for the Tradesman.

We have already had some hot weather this season.

We will have some more before the summer is over.

We had hot weather last summer; and the summer before; and as far back as the memory or records of man runneth.

There is nothing strikingly novel nor particularly spectacular in hot weather—especially when we stop to reflect that the sons of men have sweltered more or less, during the hot summer months, since Adam's boys ran about in knickerbockers.

And yet we seem to forget all this, and the way we (allegedly intelligent folk) discuss the temperature of some particular sizzling day is as vapid as it is droll.

"Isn't this a hot day?" we ask, as we observe some suffering friend mopping the perspiration from his face.

"Is it hot enough for you?" enquires some facetious idiot as he observes you wiping the beads of perspiration from your throbbing brow.

Thus do we exhaust the resources of the dictionary in our gratuitous and futile efforts to pay our respects to the soaring temperature of summer. It's a "hot," "sizzling," "withering," "blistering," "sweltering," "scorching," "piping-hot" day, and so on ad extendum.

If we overlook any word, phrase or turn of speech, expressive of the discomforts of an unusually hot day, the newspaper paragrapher will be sure to remind us of it before the day is over. Therefore we are almost as much interested in the antics of the thermometer as we are of the achievements of our favorite baseball aggregation. It positively tickles us to see how genuinely some nimble scribe has excoriated the day.

Morning, afternoon and evening we discuss the weather, particularly the heat, dust and such incidental discomforts as are usually associated with, and characteristic of, summer weather that has settled down to a thoroughgoing summer job.

We read about the approaching "hot wave" in the morning paper and seldom during the day do we permit our minds to wander from this highly unedifying topic.

We talk hot weather during business hours, at luncheon and much of the time between closing hours and bedtime.

Often—entirely too often—merchants and salespeople remind customers of the heat, and accentuate their consciousness of the ills incident to midsummer by the eloquent and versatile comments that they hand out anent the weather, along with the wares they sell.

Of course that is not good salesmanship; for the more acutely one is smitten with a consciousness of his own present discomforts, the less he is apt to buy.

It is all right, of course, if you are selling palm-leaf fans or ice cream and soda water; but otherwise it is pretty apt to be all wrong.

I have a merchant friend who has an extremely well ventilated store. Most of the time, during even the hottest days, it is positively draughty. This man's store is actually cool as compared with the outside temperature. But this man invariably reminds me of the hot weather, if the day happens to be a trifle hot. His hot weather talk counteracts the cooling effects of his store.

Hot weather talk is so cheap and easy there is positively a banality about it that ought to commend itself to us as a good subject to avoid; but we are so human we forget.

Painfully conscious of our own discomforts, we unthoughtedly regale our friends with hot weather talk.

If, by chance, we dismiss the hot weather idea from our minds and get to talking about something pleasant and profitable, they lug in the time-honored hot weather topic, and we go at it again.

As we pay our characteristic respects to soaring temperature, our blood boils yet more lively and perspiration breaks out more copiously.

Hot weather talk is so egregiously edifying!

It would be interesting to know how much mental energy is spent each summer by our ninety million citizens in abusing the hot weather that swoops down upon us betimes.

If this intellectual energy (if I may so call it) could only be computed, and its equivalent in money measured and stated, it is safe to say it would run up into the millions.

This habit of abusing the hot weather is a costly thing under the sun.

And it is all so unnecessary.

It is doubtful if anybody ever did get cooler simply by trying to abuse the weather.

And when you come to think about it, the weather can not help itself.

You can not reduce the tempera-

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

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

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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.

ture by a single point with all your eloquent abusiveness.

When it's hot, it's hot; and that's all there is to it. And it's pretty apt to stay hot until it turns cooler, other things being equal; what you remark doesn't cut much ice.

Incidentally you can make yourself a bit more uncomfortable by everlastingly concentrating your mind on the hot weather; and you can certainly call up unpleasant suggestions to other minds, thus converting their relative comfort into acute discomfort; but when it comes to modifying the reading of the thermometer, your discourse about the weather breaks down utterly.

Yet we persist in talking hot weather.

Often merchants are so thoroughly steeped in this hot weather topic they unconsciously talk it in their newspaper advertisements. And I mean not only merchants who are selling specifically "seasonable" merchandise, such as porch and lawn furniture, refrigerators, ice cream freezers, cooling drinks and light summer wearing apparel, but merchants who are selling staple lines.

The hot weather idea is essentially negative.

The more conscious we are of the

heat the less actively we are inclined to buy.

Make a man feel that he is just about ready to melt, or dissolve in vapor, or fry down to a crisp crackling, and he isn't apt to want to buy anything. He'll just leave the merchandise with you and save the difference. You can't blame him. He's right.

The negative idea is out of place both in the newspaper advertisement and in salesmanship.

Avoid the hot weather topic if you can—and you can if you try.

Your section of the country will, in all probability, be visited by some hot waves during the next few weeks; and you'll be prodigiously tempted to make some remarks concerning the antics of the mercury; but you can not put anything across on your oldest citizen. He can tell you about a time when it was much hotter.

I was sitting on the veranda of a Southern hotel a few years ago, on a warm afternoon (it was 104 in the shade), listening to some traveling men talk about the weather, when "the oldest citizen" of that burg made the rest of the crowd feel as if they'd never experienced any genuine summer weather.

"That afternoon about 2 o'clock,"

said the old gentleman who ran the hotel, "I went out and took a peek at the thermometer, and, by George! she registered 113½ in the shade, and still a-goin' up. And I don't know exactly how high she would have gone, but I takes down the thermometer and hangs it over in the corner by the ice box, for it was a brand new thermometer, and didn't register but 120 above, and I was afraid she'd bust!"

There is an old philosophical proverb to the effect that "What can not be cured must be endured."

This certainly applies to our perennial hot weather topic.

As a matter of fact we have more facilities now for mitigating the discomforts of hot weather than ever existed before in the history of the world.

We can lay the dust in front of our homes and our stores by the application of water or crude oil, and we can screen out the pesky flies and keep a perpetual supply of ice water.

Thick brick walls have a very pleasant way of excluding the heat of summer just as they keep out the cold of winter.

Electric fans are inexpensive, and all you have to do is to switch on the current and start a breeze.

Moreover the people who concoct cooling drinks have waxed extremely versatile.

They have many delightful beverages (at 5 and 10 cents) that are extremely refreshing, cooling and pleasant to the taste. Best of all, they leave no disagreeable after effects.

And then think, for a moment, of the positive benefits of summer. Fruits are plentiful, the world is fair and beautiful and the price of living is perceptibly lower.

These hot days may make us a little uncomfortable for the time being, but remember that now is the growing season. It takes hot weather to make fruits and vegetables and crops grow.

For every argument in favor of winter weather you can find at least one argument in favor of summer weather.

Consider the pleasant features of summer and—cut out the hot weather talk.

Chas. L. Garrison.

No Use.

She—Jack, did you tip the porter?
He—No; he already seemed upset.

The fellow who laughs grows fat, but being laughed at is the greatest weight reducer of the age.

Dead men tell no tales, but lots of tales are told about them.

BOOTH COLD STORAGE DETROIT, MICH.

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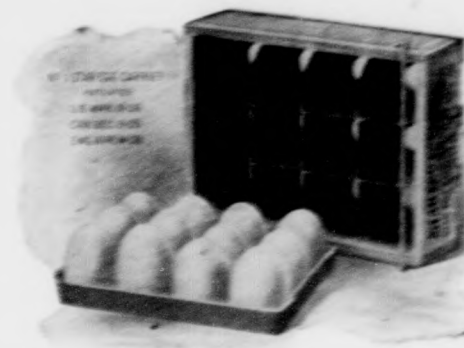
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E. A. STOWE, Editor.

May 31, 1911

SINISTER THREATS.

A careful observation of the inception, purpose and program of the furniture strike and labor war now on in this city has developed and clearly presents this aspect and purpose:

The furniture industry in this country is carried on by free labor. This situation is not satisfactory to the labor union leaders. They have failed to break into that situation whenever they have tried heretofore elsewhere by strikes, boycotts, violence, intimidation, threats and other usual methods. But now a new and desperate effort is to be made and Grand Rapids is selected for the battle ground.

People wondered at the selection until the real plan and inwardness developed somewhat. Evidently the movement and plan took into account the character and ambitions of our exemplary mayor. Ever since he gambled into a public life here he has been coddling the labor unions, sowing the seeds of discord and discontent wherever he could by sneers, by false reports and cheap appointments on his boards. His promises were out, from every campaign for votes, to the unions that if ever the time should come he should stand by them, so that MacFarlane and the push behind him had a waiting and ready-made leader and official ally waiting to help along whatever plan should be decided upon. Surely the situation was ripe for the sortie and charge of unionism into the furniture industry of the country.

The Tradesman is reminded, in passing, of one other incident in the "beautiful" life of our mayor when, as a private citizen, he stood at the gate—even went to Detroit to welcome a band of pirates planning to loot our city. His efficiency in this direction is greatly augmented by his official position and authority, and Grand Rapids, as usual, pays the price.

The manufacturers have demonstrated beyond a doubt that the furniture industry of this city will suffer in competition with nine times the product of our factories in the market when obliged to meet the product of free labor and its greater efficiency,

but what does MacFarlane and his superiors in unionism care for Grand Rapids? What do they care how much loss and distress may fall on the manufacturers—yes and their workmen, for both suffer loss together—while they are carrying the war into the other nine-tenths of the industry? Suppose meantime the industry in Grand Rapids suffers greatly or is destroyed in competition while they may or may not carry on the war elsewhere. What do they care for Grand Rapids!

Our manufacturers are entitled to the highest credit for patriotism in standing for the industry and for our city in refusing to accede to their demands. In this connection let it be noted that the mayor has joined forces with these outside pirates to force this situation on the industry of our city, and this for political ends, as he has no other principle or motive, so far as is known to us for his course, doubtless thinking that he can thus establish a favorable relation permanently with the labor organizations of this city which he can use later for political ends. In this connection possibly it might be interesting to note a little item that appeared in the leading papers of the city last week that purported to be an interview or statement of MacFarlane's "that he might find it necessary, and would not hesitate if he did, to arrange to export and locate elsewhere our workmen who have acquired skill in the furniture industry in our city during the last fifty years."

Suppose he should be successful in that and should decoy and influence three or four thousand of our most experienced and skilled workmen to locate in other cities, leaving our factories crippled and our houses vacant, and that as a means of carrying out his scheme of unionizing our labor and inflicting the most punishment upon our city and upon our factories that is within his power, or ingenuity. Of course that is war and a war measure, but our mayor stands by and says all right, go ahead if that is necessary as a threat or movement to bring the manufacturers to time.

Let the mayor's position be remembered! He is seeking political favors at the hands of the voters of Grand Rapids. When the time comes let it not be forgotten that he was willing to practically destroy the furniture industry of this city and have thousands of our workmen transported to other cities for permanent location and employment to help MacFarlane in his desperate attempt to unionize or destroy the furniture industry of this city.

Let the working men of Grand Rapids fully understand what they are doing in carrying on a war that may drive them from the homes they have made for themselves here to seek employment in a strange city if MacFarlane's threat is carried out. Just ask yourselves who would be the sufferers.

Honesty may be the best policy, but just look at the big dividends some insurance companies pay!

Tears instead of spilled milk make a salty dose.

ACROSS THE BORDER.

It is too early to predict what will first happen in the new Mexico, but there is little trouble in seeing an ultimately great country rise out of the ashes of barbarism and greed.

Yet with the going out of one who has held supreme rule for so many years not all curses should overshadow him. Diaz has, in many ways, helped Mexico. His mistake was in making an oligarchy out of his presidential rights. As is usual with tyranny, it grows with age. While as a young and middle aged ruler he was in many ways capable, the infirmities of age accentuated his weaknesses, and at the same time rendered his keenest weapon, censorship, most necessarily active. Let us hope that the clinging to power when hope was gone was not so much for self-aggrandizement as for the purpose claimed—to hold the reins only until peace could be restored. The outcome a few days ago surely proves the wisdom that such action might have been permitted. That he has long seen the handwriting on the wall can not be doubted. But how best to extricate himself from the maze of the revolution may have been more difficult in the reality than we, looking on from the outside, suspect.

It will take a strong man to manage the reins of government after such a disturbance; and since the people have been held down in the depths of barbarism for so many years the aggravation is still worse. But things are still not irredeemable. The national debt is only \$14 per capita. The country is rich in agricultural and mineral resources. Under a just and modern administration there is nothing to hinder Mexico from being great in the same sense that the United States is great. It will take years to make reparation for the centuries of oppression. But as the South, reconstructed, is now prospering, so Mexico will eventually develop her resources, and find that even more valuable than her mines are her citizens. Improving them individually will build up the nation.

WHERE KNOWING IS POWER.

That ignorance is not always bliss finds an apt illustration in the recent experience of a Pennsylvania merchant. Some months ago a pure food inspector of the state visited his establishment and purchased a bottle of catsup. His competitors in the town were equally honored. Now, after wondering all this time what would happen, they have found out, for at least one of the number is accused of selling a brand which does not stand the test of the law, although the goods of some of his rivals stood it all right. The alleged trouble is that the faulty product contains more than one-tenth of 1 per cent. of benzoic acid. Although the merchant most vehemently asserts his own innocence—and certainly few grocers are practical chemists—the ignorance is not accepted in excuse and he must step to the music of a \$60 fine.

Whether the higher court to which he threatens to appeal the case will help him or not remains to be seen; but the fact comes up with striking

force that it is not profitable to handle goods the guarantee of which is not entirely to your own satisfaction. It may not always be possible to get all patrons to understand why the man across the street can undersell you with an article which "tastes just as good;" yet although you fail to convince him, the legal phase should be uppermost in your mind. The general enforcement of the pure food laws is getting people to open their eyes. The average man would rather pay a bit more for the pure goods than to have a compound of dangerous substances in their stead. There may be some foolish red tape in certain instances, as there is bound to be in any stringent laws. But on the whole the pure food legislation is working for the good of both dealer and consumer. The point is to investigate the various brands and, having found one that is satisfactory, stick to it until assured of something better.

AN OPTIMISTIC OUTLOOK.

It is stated that a shipment of one thousand volumes by Dr. Marden has recently been made to Australia, this fact being most significant as it points out the widespread call for reading matter that is character-building. Translations of his books are being made by German, Swedish and other foreign publishers as fast as they appear, and the Japanese may now read all of his principal works in the language of the Orient.

While the author, no doubt, appreciates the world-wide recognition, of far more import to us is the fact that there is a general demand for books of the Pushing to the Front style. In Architects of Fate he says: "The greatest advantage of books does not always come from what we remember of them, but from their suggestiveness. A good book often serves as a match to light the dormant powder within us. There is explosive material enough in most of us if we can only reach it. A good book or a good friend often serves to wake up our latent possibilities."

It is just this sort of work which is rendering the author so popular. He has made a study of what led to greatness in others, and collected it together for the inspiration and guidance of the reader. These stories have proved as fascinating as helpful. Best of all, they have most effectively answered the pessimistic view. The world wants to be better, no matter how much of selfishness and crime may exist. The vital spark of a higher life is surely spreading. What cheap sensational novel can claim a demand so widespread? No matter how dark certain situations may at times seem to the philanthropist and reformer, the outlook is an optimistic one with such general demand for what will make us better, more helpful both to ourselves and to our fellowmen.

It does not hurt us to fall into a fortune—even if it consists of hard cash.

About the only skill in lying is having an awful nerve.

SHAMEFUL FIRE WASTE.

At the annual meeting of the Fire Underwriters' Association, held in New York recently, some statistics were given out which are authoritative and which tend to bear out the claim so frequently made that the fire waste in the United States is shameful and inexcusable. Although this immense loss has been commented on and condemned in the press all over the country at frequent intervals for several years past, there is no indication as yet that the masses of the people have been in any way seriously impressed, as the losses continue to grow instead of diminishing.

There are, of course, some people who claim that the fire loss is large because this is a big country and can stand it. How ridiculous this way of reasoning is is shown by the very apparent fact that we can not stand the loss, since insurance premiums are steadily increasing, proving that the waste is becoming a greater and greater drain upon the incomes of the people from year to year. The fact must never be lost sight of that it is not the insurance companies that bear the loss but the whole mass of premium payers. The companies merely pro rate the losses among the whole number of people insured, charging, of course, a moderate profit for the service. If the losses are greater than the premiums paid can liquidate, over and above a reasonable profit, rates of insurance are raised. In a word, the fire waste is a tax on the whole people, and the greater the waste the greater the tax.

If any confirmation were needed of the claim that our fire waste is inexcusable, the official figures or statistics would readily provide it. In thirteen cities of Germany last year there were serious fires, with a loss of 19 cents a head of population. In Norway in one city the loss was 25 cents. In England the loss in eleven cities was 44 cents, and in two in Ireland it was 45 cents. France made a far less creditable showing, with a loss in eight cities of 92 cents a head. But in 297 cities of the United States the loss reached the monstrous figures of \$2.39 a head. That is to say, city fire losses in America were more than two and a half times as great as in France, nearly five and a half times as great as in England, more than nine and a half times as great as in Norway and more than twelve and a half times as great as in Germany.

These figures greatly discredit our reputation for thrift and business acumen. We talk about the annual loss due to forest fires and demand that legislation be enacted to preserve the woods and to pay wardens to watch them. Yet the loss from forest fires is a mere bagatelle compared to the value of the property annually consumed in this country by fires in a large number of cases entirely preventable. The fire waste is actually a National disgrace.

A FULL TON OF COAL.

The Legislature of Pennsylvania has enacted a law which compels dealers in coal to deliver the full weight of the ton sold, whether the ton agreed upon be the regular 2,240

pounds, commonly regarded as a ton of coal, or the 2,000-pound short ton. While no attempt was made to interfere with any agreement as to what should constitute a ton of coal, a penalty of \$300 fine and three months imprisonment is imposed on any dealer who delivers short weights. The purchaser is given the privilege of insisting upon any load of coal being weighed in his presence and the total weight of the delivery is to be gauged by the single load actually weighed. The ordinary commercial ton of coal is recognized to be 2,000 pounds in this market, but that weight is rarely delivered, if all accounts be true that ordinarily only 1,800 pounds are actually delivered.

Custom has legalized many practices which are not strictly just and honorable, and the short weight delivery of coal is one of them. A ton of coal here should be 2,240 pounds, and the purchaser should be entitled to receive that amount without any deduction. At least 2,000 pounds should constitute a short ton if that unit is considered more convenient than the long ton, but under no circumstances should anybody be compelled to receive 1,800 pounds as the equivalent of a ton when he is actually paying for full weight.

There are doubtlessly other trade customs which tolerate the delivery of a less weight than is actually demanded by fair dealing, but every such custom is wrong and against public morals and public policy. The Legislature of Pennsylvania is right in condemning such practices and enacting a statute to punish those who attempt to short-weight their customers. While the best laws will not prove an entire safeguard against dishonest dealing, they will nevertheless make dealers careful and insure that at least the great majority of purchasers will receive the full weight of coal that they buy. The same principles applied to other commodities would be equally desirable.

PLEASE THE PUBLIC

"You can't please the public. Don't try it." This was the advice of a minister recently in addressing a class of high school graduates. Drawing naturally upon his own personal experience to prove the point, he continued: "The minister must wear a face as long as a bass viol at a funeral and a gay one at a wedding, no matter what are the natural feelings on these particular occasions. No; you can't please the public. Try to please yourself."

No one will criticize the last part of the advice. Yet the inconsistency in the dual state thus forcibly pictured through the personal relation is certainly open to comment, for even in the extreme instance cited the solution of the difficulty is held in the one word, sympathy. If the pastor is thoroughly in sympathy with his people it will neither prove difficult nor inconsistent to "laugh with those who laugh and weep with those who weep." His illustration proves either its fallacy or his own lack of sincerity.

"Put yourself in his place" has a world-wide significance. We need

those who can enter into our joys and sorrows and who can appreciate our needs. The world needs us if we can thoroughly weave our own lives with those of our fellowmen, giving to them some happiness which did not before exist. "Life," says Westcott, "is opportunity for service; not as little as we dare, but as much as we can." "No one," says Dickens, "is useless in this world who lightens the burden of it for some one else."

When we strive for praise by catering to the public approval we fail. The trouble is not in the strife to please—it is in taking our bearings from the pedestal of self. True, we can not please all with the same treatment; but an earnest endeavor to fill individual needs will secure an approving nod from a discerning public. By putting our whole soul into our work and contributing to the needs of patrons we are sure to please the public.

THE PARIS TRAGEDY.

The airship tragedy a few days ago, in which Minister of War Berteaux lost his life, is a striking illustration of the fact that it is not always those who are doing, so much as the lookers-on, who are in danger. That among the 200,000 in the path of the disabled air craft so few were victims is certainly a marvel; but that among them was one so illustrious is a matter of serious regret to the entire civilized world.

Every new invention has its dangers, many of which will in time be overcome. We can recall the time when the user of a kerosene lamp almost felt that she was taking her life in her own hands, and many of her acquaintances clung for years after to the old tallow candle, little realizing that the damage to the eyes was more than with ordinary precaution was likely to come through the new invention. Of course, there were many accidents, some because of impure oil or faulty construction of the burner; but more through carelessness or ignorance. Progress has proved at every step the necessity of making some sacrifices.

The sight of the first airship directly over one's head always produces a sensation which is peculiar. What if it should fall! Of course, no one expects this to happen—and yet, there is just a bit freer breathing after it has passed the zenith of personal vision. A few such experiences as that of last week will content many a sight-seer with a more distant view. But it will not lessen the ardor of the aviator. He long ago knew that the upper air might bring disaster. He still knows it. But he is gaining every day through his own experience and that of his comrades—victims although some of them may be. He may be growing more cautious, but he is none the less brave. His craft may be wrecked, but capital will come to the rescue with the means to build a better one. The toll demanded for flying may continue heavy for a time, but the aviator is bound to win eventually.

Wise is the popular man who does not overwork it.

SHIFTING RESPONSIBILITY.

In commenting upon good treatment recently an observing woman remarked: "By a recent experience I acquired a tremendous respect for the department stores of my own city—I tried a few in a larger one." The words are certainly suggestive. We are brought to a realization of the fact that there is such a thing as being so big as to become unwieldy.

Enter a store where there is only the proprietor to serve and, if he is worthy of his calling, there is immediate and complete service rendered. We have all been in establishments where there were clerks at leisure, and yet their chief aim seemed to be in looking the other way and thus enticing you on to the next salesman. Although no commission might result to them from sales, it was certainly to their interest in the end to be prompt to offer service.

The stranger notices the same in the department store of the city, especially if lacking the rich apparel which suggests a liberal purchase. There is the shifting from one to another, the delays available through willing service, the general feeling that something is wrong. In some large establishments the work is so thoroughly systematized and supervised that the defect is scarcely apparent; in others it is so pronounced that the countryman, despairing of being served, meekly withdraws and returns to his little home store to make the purchases.

The trouble may usually be traced to this shifting of responsibility and of work. The clerk who is afraid of doing a bit more than his or her share has a hand in it. Sooner or later there will be a new clerk, a promotion, or a change in some way—and people will wonder why one who had served long was ousted. Neither the big reputation of a firm nor long service as salesman will serve to counteract this shifting of responsibility. The people will not tolerate shirks.

The world is getting tired of selfishness. There is more co-operation in the world now than there ever was before. When everything is said and done, the man who conducts his business solely from a selfish point of view fails not only to grasp the larger meaning of his business, but ultimately fails in his business. The practice of medicine means social service. The practice of law means social service—or should mean so. The practice of business should mean social service. The business man contributes some advantage to the community, and the community rewards him for his service by giving him a profit. Profit without service is as wrong for the business man as it is for the doctor or the lawyer. This is coming to be the new social view.

Some men would work if given a chance, but there are others who refuse to take chances.

In playing for a hero medal be careful not to flag the fool-killer.

Barking dogs never bite and biting dogs have no time to bark.

DEXTER COLONY.

The Anniversary of the Founding of Ionia.*

There comes a time in the life of every person when he begins to compare his own life accomplishments with those of his ancestors. When this moment of introspection comes to us how pitifully small seems our own achievements and how impressive and vital appears the life work of our forefathers.

This is quite a natural result, for we are so familiar with our own activities that we often under-estimate their influence on the world as a whole, and yet every honest effort has an effect on life that we seldom realize.

In order to comprehend the work of those who have gone before, it is not necessary for us to reverse the telescope in viewing our own past, but we can always derive inspiration and strength by considering the work of the pioneers in the several fields of religion, science, exploration, business and the opening up of new countries to modern civilization.

It seems to be a fact that the spirit animating the noble men and women who go out into new and undeveloped regions to found new homes is that of the true builder, who delights in his work. Some poet has voiced this thought in writing of the great architect and sculptor, Michael Angelo:

The hands that rounded Peter's dome
And groined the aisles of Christian Rome
They builded better than they knew.

We are gathered here in this beautiful city to-day to do honor to the memory of a group of true empire builders, who, forsaking their homes and friends in good old New York State, turned their faces toward the frontier of our young republic. Who of us can draw a truthful picture of that little band of men, women and children who were gathered together on the morning of April 22, 1833, at Herkimer, N. Y.? They were there to bid farewell to those who were near and dear to them. It required courage, fortitude and faith in God in those who composed the Dexter Colony to brave the hardships of a month's journey through the wilds of Michigan territory.

To most of the sixty-three souls in the party it must have seemed as though they were going to the ends of the earth, so remote from the civilization of that day was the spot where we, their descendants, now assemble; a spot made sacred by their struggles and which through their efforts has been made to blossom as the rose.

At that time this great Northwest territory was so difficult of access that prisoners were banished to Green Bay, Wisconsin, then a penal colony, it being considered that there was little prospect of their being able to return to resume their criminal careers among the Eastern States.

Of the incidents of travel experi-

*Address delivered by Daniel W. Tower at Ionia, May 28, 1911, at the dedication of a tablet commemorating the seventy-eighth anniversary of the founding of the city by the Dexter colonists, given under the auspices of the Ionia Chapter of the Daughters of the American Revolution.

enced after they left Herkimer, one scene stands out in such bold relief that I feel I can not pass it by without relating it, so that the younger people present may form some idea of the sadness that at times came to those who blazed the way through the trackless wilderness for future generations.

The party journeyed from Herkimer to Buffalo on a canal boat called "Walk-in-the-Water." From Buffalo they sailed on the steamer Superior for Detroit, which, I understand, was the first steamer on the Upper Lakes. After a stormy passage, during which many were seasick, they finally arrived at Detroit. Here oxen were purchased, their wagons put together and the household goods packed therein. The journey was resumed over roads hard-

ing. The young life was gradually slipping away and as night fell upon the weary people a halt was made, for it was seen that the end was very near.

What tender sympathy and help was bestowed by all upon the stricken parents as the spark of life flickered and fluttered and at last died out.

Solemn were the faces of the bystanders as the father, with his own hands, placed the tiny form of clay in a small trunk for want of a better coffin, and lowered it into the grave that had been dug to receive it. With streaming eyes the father offered a prayer for the spirit of the little traveler, while the light of torches fell upon the saddened faces and cast dark shadows on the still darker depths of the forest. Great logs were

Riley Dexter. There I would love to meditate on what he might have accomplished had he lived to grow up in the thriving city of Ionia.

Of the personnel of this party I can say but little, for where all did well their part and shared equally in working out the destinies of the new colony, it is not only difficult, but manifestly unfair, to individualize too strongly.

Each name recorded in enduring bronze on this memorial tablet carries with it some hallowed memory to you who are present to-day. It was not my fortune to have personally known any of the pioneers who may have lived after I was born, but my dear mother has often told me the story of those early days. As a consequence, there lingers in my memory the names of such old settlers as the Arnolds, the Youmans, the Lincolns, the Windsors, the Guilds, the Tibbitts and the Dexters, each possessing some strong qualities of character which made them differ from each other.

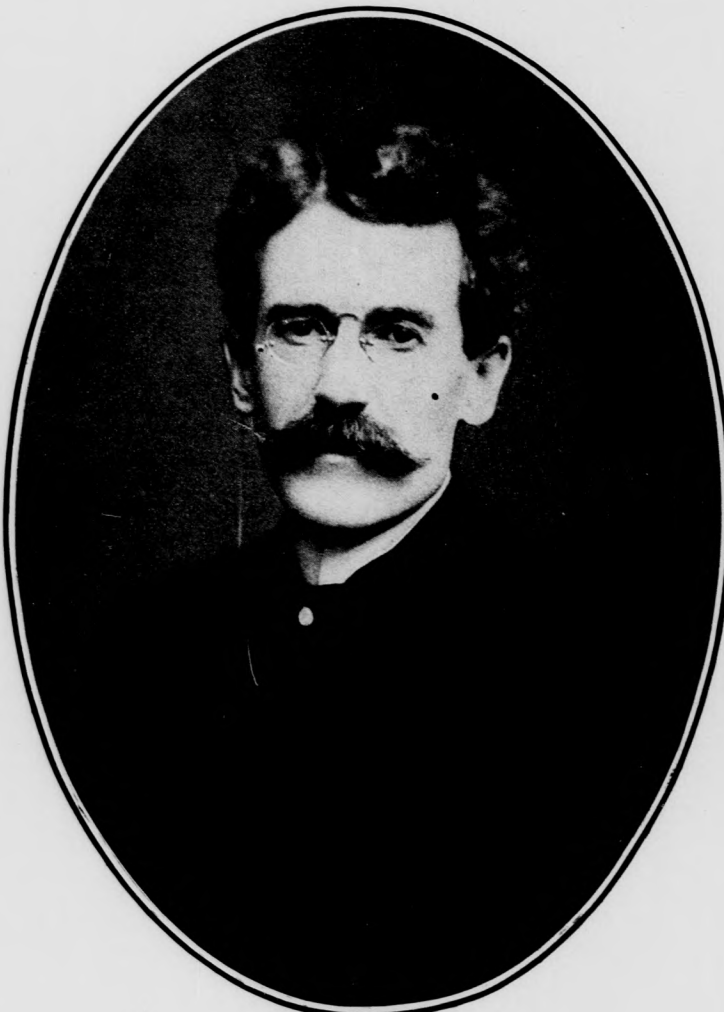
Of the latter name Samuel Dexter was the organizer and leader of the so-called Dexter Colony, he having in 1832 visited the future site of Ionia and selected lands for settlement. He was born in Providence, R. I., and was a direct descendant of Roger Williams, the noted preacher to the Indians, who was banished from the Colony of Massachusetts Bay by the Puritans on account of his independent religious beliefs. This may account for the kindly human side to be found in the character of Samuel Dexter.

That he was honest, thoughtful, generous and just in all his dealings with his fellowmen is my belief. I do not doubt but that he strove in every way to encourage the growth and expansion of the Colony. That he welcomed prospective settlers by helping them to get a start in this locality is a fact well known to the older residents. His public spirit and enterprise in building the first saw and grist mill on the spot where we are now gathered shows that he foresaw the growth here of a flourishing commonwealth.

Once arrived in this beautiful valley, there was work in plenty for every one. With what splendid spirit and energy did they set about the erecting of crude shelters and the preparing of the ground for their first crops. The trials and vexations of their journey were soon forgotten in the joy they found in working out their new ambitions.

The problem of the Indians seems to have been justly and fairly solved, and it is a lasting tribute to the honesty of those who were in authority to record the fact that when the party found, on arrival, that the Indians, thinking they were not coming that spring, had prepared the ground and planted corn and melons, they paid them in full for their crops.

It is a great pleasure to note, in the redmen's favor, that no depredations of any consequence against life or property stands charged to them, so far as known. The one instance of this nature of which I have knowledge is that when a squaw stole an



Daniel W. Tower

ly worthy of the name. Only six miles were traveled the first day out.

From Shiawassee no road existed and no wagon had ever been farther west. Roads had to be cut through the forest, and bogs and marshes were crossed with great difficulty. At night camp was made, but sleep was often disturbed by the howling of wolves or the cry of a panther.

To the women of the party there fell the added duty of caring for the sick and aged. The heart of one mother in the little band was made doubly heavy by the stress of travel and anxiety for her sick child, a boy of 3. I can picture the scene now as the fond mother, worn with vigil, pressed to her heart the little form, to which she tried so bravely to nurse back the strength that was ebb-

cut and piled on the little mound to protect it from wild animals. The father carved the child's name with dates on a nearby tree and then retired to pass a sleepless night.

On the morrow, with hushed voices, the weary journey to Ionia was continued. Many hardships and trials were encountered, but none that could have made so lasting an impression on the minds of those brave people as the death and burial of that babe in the woods. For many years the tree on which the child's name was engraved stood, and may yet be standing, forming a living headstone to mark the grave of this little pioneer.

Some time I hope to visit the spot in Shiawassee county where rests the ashes of that baby boy, my uncle,

axe, the Chief of the tribe called her a bad Indian and made her return the axe to its owner. Only peaceful relations seem to have existed between the colonists and their dusky neighbors. To have lived happily and peacefully for years, surrounded by savages, reveals an honest, kindly side to the character of these, our forefathers, that is a delight to record.

To you, their descendants, this is hallowed ground, for here your ancestors labored, loved and passed on to their reward, conscious that by their efforts the seeds of liberty, free speech, thought, action and religious worship had been deeply planted in a new and virgin soil, where their children could carry out the great work for which they had labored and sacrificed.

It would be inappropriate for me to dwell on their individual traits of character, even if I could obtain reliable information, for what can be said of one can be said of all. Each pioneer left to you a spotless name and the memory of a life work well done.

Although I have never lived in Ionia, to me its soil is doubly hallowed, for here on that calm May morning, seventy-eight years ago, came a little girl of 11 years, one of the gentle and more delicate flowers of youth that had been transplanted from her old home surroundings in Herkimer to these Far Western wilds. Here she grew to young womanhood, developing strength and character along with a sweet and helpful spirit amid the activities incident to frontier surroundings.

She it was who, because of impaired eyesight, was compelled to spend long hours alone in a darkened room. This enforced quiet she employed in studying deeply into the mysteries of life and religious teachings, giving evidence of her love of God by always ministering unto the wants of those who were sick in mind, spirit or body.

Here she met one who was for many years to share the joys and sorrows of life with her. Just across the street from the spot where we are now standing, beneath the roof-tree of her father's house, she was married to the man to whom she had given her heart. From this home she departed for your sister city, Grand Rapids, there to share the home and fortune of him she loved.

To me she was the very embodiment of a noble, lovable, self-sacrificing woman, typical of each of her sex in whose memory this tablet is erected. I think that God has blessed her, and may He bless all of the gifted women of that band, whose memory is so dear to each of you, for what other memory in all the world is so cherished by us as that of mother—your mother and mine?

When Prudence Dexter Tower breathed her last in my home, on the 5th of March, 1905, I realized to the fullest extent that with her death the last link was broken that bound the events of seventy-eight years ago to the living present, for she was the last survivor of the Dexter Colony that founded your beautiful city.

Some one has written, "An honest man is the noblest work of God." Somehow I can not help feeling that those splendid men and women realized that they owed a debt to posterity and endeavored to discharge that debt by bringing up their children to become clean, honest, God-fearing citizens in all their undertakings in life.

Each of us likewise owes a debt to posterity, but are we discharging that debt to the fullest extent? Are we trying to impress on this generation that a good name is to be valued above great riches and character above fame? I trust that we are and I express the hope that the complex life which we now live may gradually be replaced by the simpler life of those early days.

I can not close without adding my tribute of praise and thanks to the Ionia Chapter of the Daughters of the American Revolution in particular, and to Ionia citizens in general for the untiring efforts that at last have made this memorial to the Dexter Colony a reality. Your earnest and praiseworthy desire to erect this tablet carries its own reward.

May the life that these pioneers lived here and the labors they performed here serve as a lasting example to us, their descendants, to so order our lives that we will set principle above expediency, virtue above thrift and honor above wealth. If we can draw from the homely lives of our forefathers these lessons they will not have lived and wrought in vain.

Our father's deeds, our mother's creeds
As sung throughout the ages,
Inspire us to little heed
Our brother's sin-stained pages.

Forget the wrong he may have done,
Lift up, and guide him through the night,
Prate not, on blessings we have won,
But help him to regain the light.

The Happy Land.

I live in the land of Endeavor, where nothing is counted in vain, where people are busy forever, and no one has time to complain. Out here in the world of the idle you talk of your sorrows and fears, and even the feast and the bridal resound with the plashing of tears; but we, who are busy with lever, with plow and with axe and with loom, in the beautiful land of Endeavor, care not for your stories of gloom. Out here, in the land of the talkers you're breeding a difficult race of pessimists, grouches and knockers, who swarm in your indolent place; your land, thus encumbered, will never be peaceful and happy like mine; in the far away land of Endeavor this life is all roses and wine. Oh, yes, you may go to that region, and leave all the troubles behind, which now, in a pestilent legion, are gnawing away at your mind; but first you must honestly sever the fetters that idleness made, and then in the land of Endeavor you'll take up the happy man's trade.

Uncle Walt.

Meat Experts Wanted.

An American consul in a Latin American country reports that a decree recently issued, which, recogniz-

ing the necessity of improvement in the methods employed for the preservation of meats, authorizes that the necessary steps be taken to contract for foreign meat-preserving operators who are expert in the handling and preparation of meats for export. He states that this should be a good opening for Americans who are familiar with the business. Information may be obtained by writing to the Bureau of Manufactures and referring to file No. 6,757.

New Method for Preserving Meats.

The International Packing Co., of Salt Lake City, Utah, is said to hold patents on a new method for preserving meats, fruits and other foodstuffs. The company has been incorporated for \$2,000,000. In their method of preservation the idea is to make use of nitrogen. This, it is said, will arrest the process of decay and even of over-ripeness, maintaining the product absolutely in the state in which it was when subjected to the new preserving process.

Within the past twenty years the output of cocoa all over the world has increased in the neighborhood of 500 per cent.

Within the past four years the output of

Droste's Pure Dutch Cocoa

in the United States alone, has increased exactly 637 per cent.



Is Your Output of Cocoa Increasing?

The exceptional quality and purity of DROSTE'S COCOA makes it a sure repeater, because when once tried it is found so good that people who never used cocoa before become regular customers.

Put up in six different sized decorated tins. Write today for samples, prices and particulars.

H. Hamstra & Co. American Representatives Grand Rapids, Mich.

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.



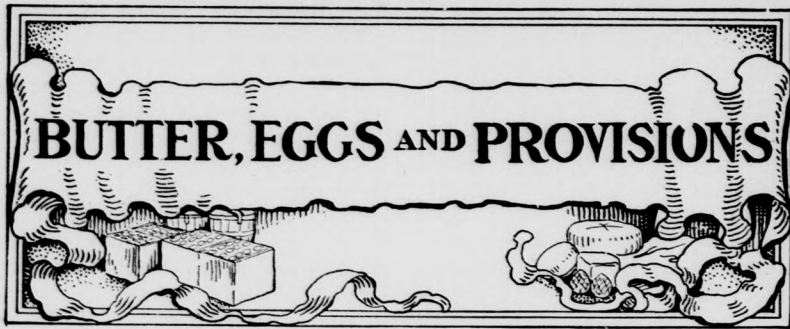
Chase Wagon Model D. 1,200 lbs. Capacity. 200

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.



EDAM CHEESE.

How It Is Produced in the Land of Dutchmen.

"Edam cheese" is a cheese; some say that it is the only cheese. But the truth of the matter is that there are cheese connoisseurs who take its name in vain—or at least a syllable—when speaking of it, and others who have only words of praise. We are speaking not of the cheese ball made in some milky way in the United States and stamped with an "E" as a "Made in Holland" bait for the buyer to bite on, but of the real Edam cheese. This is the kind that brings to light those self-constituted judges, otherwise called connoisseurs, whom you find in your club or your favorite restaurant rendering judgments concerning the number of days that the little sphere lay on a shelf in a stuffy building in Edam, Holland, or Edam, New York, and just how many scrapings and coats of "paint" it was given.

This same Holland cheese is the kind that you think you will order when you go to market, but you suddenly change your mind when an unhappy thought reminds you of your pocketbook. Then, as you say in a sudden burst of patriotism to the grocer, "Do you have some good New York State cheese?" you feel that you are shrinking like an Edam cheese ball in the early stages of its ripening process. When you are in England you consider it a duty owed to your country to deprive yourself of Cheshire cheese by ordering the American make. Perhaps somebody near-by remarks, "How jolly fond those Yankees are of their bally cheese!" and if you have not learned English yet you believe that the ignorant fellow has made a mistake and thinks that Edam cheeses come from the states.

But in Holland cheese affairs are entirely different. You are surprised to learn that the Dutchman is not as patriotic as you. He buys American cheese at the same price you can at home, and the only tariff he has to talk about is the American duty on his products. Is it another kind of patriotism or just the inherent Dutch way that brings about such an international cheese complication? The answer must be based on your knowledge that the Dutchman can make far more beloved guilders by selling those less beloved cheeses in the United States than he is able to by eating them himself.

If such is not the case, what makes an Edam cheese magnate invite to his factory American tourists who are branded as "dose Yankee peegs" if he does not get enough money out

of them to satisfy him, and quite "Dutchally" he is never satisfied?

This is the way of it: To begin with, you must use your imagination. First you have your cheese, not for a Welsh rabbit but for a mousetrap which is a specially-prepared-for-the-American-tourists-but-they-don't-know-it room with some Delft tiles of Dutch milkmaids, cows, big pants and windmills scattered about to make the trap all the more attractive. The mice are usually the members of a got-up-at-home party by some one who heard that it was the cheapest way possible to take in the sights of Europe. They have to see everything, even to red and yellow cheeses of Edam—that the guide book mentions.

"Oh, my; how perfectly exquisite!"
"So artistic!"

"Isn't the color scheme of reds and yellows good?"

"What a darling that little round one on the end is; let's buy it."

"Oh, John, do buy this for the parlor mantel!"

And the wag of the party—there is always one—waggles, "Cheese it."

After everything has been inspected by eye and hand, for there are no "verboden" signs of "Don't touch," and it would make no difference if there were, the bunch gathers together and learns that it is caught, and for "feefy cents" per, too. There is one consolation about it, fifty Dutch cents are the equivalent of twenty cents in the "In God We Trust" coinage. They had been told that there was no admission fee, and they never thought of being charged for ex-mission and are silenced with the one word "poleece." It is strange how an American abroad can be scared into a state of coma by a person's casually mentioning something that sounds like "cop." After paying up, the "personally conducted" depart, telling their conductor just what opinions they have of him, swearing never to eat Edam cheese again and cussing a Dutch cow as the original source of their troubles every time they see her on the landscape. A recently returned tourist talking of cheese said:

"Most of those who go to Holland 'are admitted free of charge,' for doesn't some famous guide-book editor tell them that Edam cheese factories are worthy of a visit? As a specially conducted party of one on a 'cycle I just went into Edam in as natural a way as a person can on two wheels bouncing over Dutch 'klinkers' and cobbles. Cycling through the town's alleys and along the backyard canals brought to view a few things, that the average tourist

fails to see, for the guide book does not mention them. No "cheese show" was on my list of attractions—because of a previous warning, I admit—but I did stop at a little building to look through the window bars at the cheeses ripening. That is, I saw the balls in rows on shelves one above the other, but not the shrinking and the moulding, for the maturing process requires more than two or three minutes.

"A young fellow on the inside returned my greeting of a Dutch 'How-d'ye-do?' with something that sounded like 'All right,' or 'The cheese business isn't very good this season.' That gave an opening for a conversation whose progress was rather slow because my vocabulary was limited to menus and advertisements on the landscape. Now, I forget all my Dutch but 'Sunlight Zeep,' for every time I took a look at a signpost I caught a ray of that advertisement.

"The great advantage of such a conversation as the cheese-boy and I had is that when you can not talk a language you can make the other fellow believe you are familiar with his native tongue by pantomimic effects while you are thinking it all out in your own language. When I pointed to my camera, the cheeses and to his own person he was pleased to let me know by his 'Ya-a-w-w' that he knew some United States. Unselfishness undoubtedly led him to depart suddenly and return with two fellow cheesemen. After I had worn out my tongue with linguistic efforts and my arms with showing the three around so as to get them in the pose I desired, a time exposure of about an hour in the darkness threatened them with more than the usual Dutch inertia.

"Following mutual thanks and goodbys and promises to send them pictures I started on the hunt for a drink—the teetotal kind. On the way down an alley I almost ran over a dog milk-cart, that is, a dog hitched

to a cart that I later found out had no milk in its cans. The boy-driver took me a few doors away to where we went into an Edam dairy which might better be called a cow-stable with a house attached. The senses of smell and sight provided means for the immediate information that it was not one of the "model dairies"

Dairy Butter Wanted

All grades. No matter what offer you have on packing stock I will make you an attractive offer to sort out the No. 1 dairy for me.

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.

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OTTAWA AND LOUIS STREETS

STRAWBERRIES

Fresh car in every morning

Let us supply you

The Vinkemulder Company

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Write, phone or wire your order

provided for tourists, where the cows are always out grazing. According to the guides, these "model dairies" are so sanitary that the families owning them and the cows are said to occupy them as a place of joint habitation. As for me, I declare I would not live in the most model dairy on earth, for I was brought up differently on a baby's food known to every reader of the advertising sections of magazines.

"Along one wall in that un-model dairy were innumerable uncovered pans of milk set out to be used in cheese making. Opposite them were the stalls for the cows which were out eating grass. They had left two of their offspring behind. Somehow my thirst extinguished itself without the aid of any liquid, and consequently I was confronted with the predicament of passing by the milk without injuring the feelings of the calves, the boy and a pretty heavy dairymaid who brought a pan of milk. All of them were interested observers as I took hold of the pan. One glance informed me that the milk was not boiled, pasteurized or certified, for a teetotaler in Europe soon becomes an authority on milk if he does not go to an early grave from drinking the water.

"It was impossible for me to offend the beautiful eyes of one of the spectators, such a darling little calf, too. To gain time I started a one-sided conversation, which was suddenly discontinued upon the discovery of an idea.

"The word 'photografie' worked like a charm, on everybody except the calves. The girl departed—I knew it was for some adornment—and the boy hastened away at a speed that indicated a quick return. It seemed a shame to waste the milk, but neither of the calves was inclined to accept of my charity. The calf whose looks were offensive to me I grabbed by the ear and forced his nose into the pan. Immediately the milk disappeared, but not where the original producer had intended. This little accident I took in a philosophical manner, for what was the use of crying over spilled milk, anyway?

"Soon the boy arrived with a pup, and the girl blushing appeared in a spotless apron and a little white cap decorated with pieces of brass that seem to be the treasured possessions of every Dutch girl. Evidently that pup's presence was the cause of the girl's proceeding to get a calf out of the pen. Had I been raised on milk and a farm I would have experienced anxiety for some other reason than the fear that the disposal of my pan of milk would be discovered.

"I felt from the beginning that the picture would not turn out successfully. My time exposure chart did not include a Dutch cow stable with one window, one kitchen door, two calves and innumerable pans of milk. I never could have figured out the proper duration of time for the exposure, had I not studied the greatest common divisor, the least common multiple, proportion, physics and mental arithmetic in days gone by. If a "room with one window with

two lace curtains and tinted wall paper requires eighteen seconds on a dark day," why shouldn't a cow stable with many things, including a white cap with brass and a calf with large luminous eyes and white spots, require 300 seconds? The Dutch words for five minutes had slipped my mind, so by use of fingers and watch I informed the boy and the goddess of the dairy that they were to remain still for 300 seconds.

"With legs spread apart, I was trying to act as much like a tripod for a kodak as a biped can, when suddenly the dog barked, the calf jumped and the Dutch girl made a grab which attached her to the calf's tail. The calf shot between the legs of the living tripod-minus-one-pod and escaped to the kitchen. Her unfortunate mistress lost her hold on the calf's appendage and failed to follow it. I, as the would-be picture taker, collapsed. As I attempted to disentangle myself from 200 pounds of Dutch femininity it seemed that my chief discomfort—to say the least—was sitting in a pan of curdled milk giving the preliminary pressure to an Edam cheese with my own weight and the assistance of 2 cwts. After extricating myself from overgrown girl and immature cheese I surveyed myself, or rather as much of myself as I could. The prospect was not at all pleasant. In fact, I wished to hide it and decided, after paying all damages to milk and feelings, that I could best do it on the seat of a bicycle headed for Volendam.

"That visit in Edam, I am inclined to think, accounts largely for my dislike of Edam cheese, and it is not entirely a case of sour grapes or sour milk, for that matter."—N. Y. Sun.

The Heyburn Cold Storage Bill Is Dangerous.

Chicago, May 30—A great deal of interest has been aroused in the trade regarding the Heyburn cold storage bill which is now in the hands of the Senate Committee at Washington. There was an interesting meeting on the Mercantile Exchange recently in New York when C. E. Droste, member of the Legislative Committee, addressed the members on the bill. This Heyburn bill is a measure introduced by Senator Heyburn and provides for three months' storage for butter, eggs, poultry, etc. If it becomes a National law, it will practically put dealers out of business and will cause extreme losses to shippers. This is the bill which had a hearing in the Senate Committee on Manufacturers Thursday of last week when R. S. French, of the League and affiliated bodies, sent representatives to Washington. Cold storage and butter and egg interests will be heard next Thursday. Among those who will go from New York are Frank A. Horne, of the Merchants' Refrigerating Co.; Frank Urner, Harry Dowie, C. F. Droste and others. Ex-Congressman Littlefield is their legal advisor and the Committee will also have several experts on hand to testify.

Interest is being awakened all over the country on account of this bill. An organization known as the Joint Committee of Representatives of Cold

Storage Warehousemen and Affiliated Organization has been formed, including fish dealers' associations, warehousemen's associations, New York Mercantile Exchange, dressed poultry organizations, etc. The object is to raise funds to defeat this bill. Subscription lists were started in the butter and egg trade last week and a strong appeal is made for contributions. The expense of the Joint Committee will perhaps amount to \$25,000. The New York Mercantile Exchange expects to raise at least \$3,000 by popular subscription. It requires a large amount of money to circularize the National representatives, senators, newspapers and, in fact, carry on an up to date press bureau.

The Heyburn bill is one of the most insane measures ever introduced. It is positively ridiculous, but the public does not know it and consequently there is a call to arms by the trade as the public must be advised, and that they think is the only way such bills can be defeated.

Estimate of Egg Holdings in Greater New York.

New York, May 30—It looks now as though all available egg storage space in Greater New York and Jersey will be taken up before August 1. Jersey City houses can not take any more eggs. The Merchants' Refrigerating Company's big house in Jersey City announced last week that they were full for the first time in the history of that house. The Union Terminal was full of eggs two weeks ago. However, both these companies have space left on Manhattan and can take care of stock. The Bronx Refrigerating Company, uptown, has space left for perhaps 75,000 cases. At the end of last week a conservative estimate of the eggs in coolers here was 700,000 cases. This is fully 300,000 cases more than were put away at this time a year ago.

Tie for Tat.
 "Jims thought he was going to bag the heiress."
 "Well?"
 "She gave him the sack."

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

Post Toasties
 Any time, anywhere, a delightful food—
 "The Memory Lingers."
 Postum Cereal Co., Ltd.,
 Battle Creek, Michigan

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



TRADE WINNERS
 Pop Gum Poppers, Peanut Roasters and Combination Machines.
 WALKER SYSTEMS.
 Satisfaction Guaranteed. Send for Catalog.
 GINGER WIFE CO., 108-108E, Pearl St., Grand Rapids, Mich.



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PRODUCE COMMISSION
 104-106 West Market St., Buffalo, N. Y.
"BUFFALO MEANS BUSINESS"
 We make a specialty of live poultry and eggs. You will find this a good market. Ship us your poultry and eggs.
 REFERENCES—Merline National Bank, Commercial Agencies, Express Companies, Trade Papers and hundreds of shippers.
 Established 1875

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We Sell Millet, Hungarian Rape Seed and Alfalfa Clover
Moseley Bros.
 Wholesale Dealers and Shippers of Beans, Seeds and Potatoes
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 Both Phones 1217 Grand Rapids, Mich.

We Pay Highest Prices for Potatoes
 Wanted in car load lots or less
 Write, telephone or telegraph what you have
 Both Phones 1878 M. O. BAKER & CO. TOLEDO, OHIO

Bay City

Patronize Home Institutions.

The arguments in favor of supporting home industry are many but that they are not accepted to the extent they should be is recognized. There is a selfish trait in humanity that crops out in the matter of trade.

The person who, being a citizen of one town visits another for shopping purposes justifies this course on the ground that he can do better abroad. There are many citizens of Bay City who do much of their shopping in Saginaw, Detroit, Chicago and New York. The plea is "we can do so much better as to prices and there are so much larger assortments to select from." Possibly this contention is not without force, but where the conditions are equal the argument has other sides that merit consideration. It is told by a contemporary that in a smaller city in the middle west the inscription "Why Buy at Home," has been posted in street cars and in moving picture shows, and it is accompanied by some pertinent answers to the query. Here they are:

I buy at home—

Because my interests are here.

Because the community that is good enough for me to live in is good enough for me to buy in.

Because I believe in transacting business with my friends.

Because I want to see the goods.

Because I want to get what I buy when I pay for it.

Because my home dealer "carries" me when I run short.

Because every dollar I spend at home stays at home and helps work for the welfare of the city.

Because the man I buy from stands back of the goods.

Because I sell what I produce here at home.

Because the man I buy from pays his part of the county and city taxes.

Because the man I buy from gives value received always.

Because the man I buy from helps support my school, my church, my lodge, my home.

Because, when ill luck, misfortune, or bereavement comes, the man I buy from is here with his kindly expressions of greeting, his words of cheer and his pocketbook if needs be.

Here I live and here I buy.

There may be some forceful points presented in the foregoing which have not been considered by the average person. They certainly suggest excellent reasons for patronizing home business houses that ought to appeal to the intelligent understanding of the average citizen.

In no other way can a city be built up and become prosperous. And in the long run the buyer has the satisfaction of realizing a sense of loyalty to home and patriotic civic pride. A little more of this sentiment is really

needed right here in Bay City.—Bay City Tribune.

Industrial and Manufacturing News of Interest.

Bay City, May 30—The hardwood trade, which enjoyed a boom during the winter and early spring months, has eased up a little. Basswood has been the only soft spot in the trade since last season. The mills, however, are all in motion and more than 100 cars of logs reach the mills on the river every day.

There is a moderate trade in hemlock and dealers are well supplied, as fully half the output of the mills in Eastern Michigan is hemlock. Piece stuff is held at \$15 and \$16 and boards at \$17 and \$18.

The Government's suit against the Eastern States Retail Lumber Dealers' Association has not caused any alarm among the members of the Michigan Retail Lumber Dealers' Association, to which some reference has been made in the dispatches from Washington, D. C. Detroit members of the Association say they have nothing to fear as they have never attempted to regulate prices or dictate terms. The wholesalers are inclined to look lightly on the suit, characterizing the Government's charges as a joke.

The Fletcher Paper Co., at Alpena, is building a concrete sawmill, 30x170 feet, of double the capacity of the old wooden plant which it will replace.

The Nester Estate, of Detroit, will manufacture about 5,000,000 feet of lumber at its mill at Baraga this season. The bulk of its operations, however, are at Thessalon, where it has a mill the annual output of which is 25,000,000 feet.

Work of construction of the plant of the Iosco Turpentine Co., at Oscoda, has started. The main building will be 40x100, in which twelve retorts will be installed. These are being manufactured by the McKinnon Boiler & Iron Co., at Bay City. It will distill from Norway pine stumps turpentine, tar, three grades of pine oils, steel structural paint and creosote. The company has contracted for the stumps on 1,500 acres of land and it is estimated it can get enough raw material in the form of stumps from the H. M. Loud & Sons' Co. and other concerns to keep the plant busy the next fifty years.—American Lumberman.

Ambiguous.

Obliging Shopman (to lady who purchased a pound of butter)—Shall I send it for you, madam?

Lady—No, thank you. It won't be too heavy for me.

Obliging Shopman—Oh, no, madam, I made it as light as I possibly can.

When you set a thief to catch a thief make sure he does not rob you, too.

Michigan Brand Baked Pork and Beans

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

Our quality is right

We pack them right

We sell them right

See our prices under proper headings in this issue

Write us and we will see that you get the goods

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Importers and Wholesale Grocers

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We

Import the famous Viking Teas.

Roast Blue Seal (steel cut) and Viking Coffees.

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

Meisel Cracker and Candy Company

205 Third St., Bay City, Mich.

Wholesale Dealers in

Crackers, Cakes and Confectionery

Agents for SPARROW'S and DOLLY VARDEN CHOCOLATES

BEATING CARPETS.

Best Method of Renovating Floor Covering.

Written for the Tradesman.

During the past six weeks (though I rise up to assure you that the time seems much longer) housecleaning has been quite the vogue in my neighborhood.

I know my neighbors have been housecleaning, for I've seen their carpets and rugs on the clothes-lines, and I have seen them industriously whacking the accumulated dust out of these various floor coverings.

When I have not seen them, I have heard the monotonous whack, whack of their over-worked carpet-beaters.

These neighbors of mine, I would have you understand, believe in cleanliness.

In a sense I rejoice to know that my neighbors take this thing of housecleaning so seriously.

The smell of a thoroughly renovated home is grateful to one's nostrils.

And moreover it is comforting to know that several trillions of disease germs have probably been bodily ejected during the process.

As a matter of fact some exhilarating house cleaning has gone forward in my own home.

But this manner of renovating a floor covering that seems to be all the rage in my neighborhood, doesn't appeal to me.

I presume my neighbors beat their rugs and carpets chiefly for the reason that their parents before them beat their carpets and rugs.

I have come to question the economy of this rather antiquated custom.

To be sure it is a good thing to have the rug or carpet out in the sunshine and the wind for six or eight hours at least once a year; and it is a fact that a strong industrious man with a good strong flail can disannex quite a lot of dust from an old rug.

But the economy of putting an able bodied man on such a job is, it occurs to me, rather doubtful.

For one thing, it is rather hard on the rug, this vigorous beating with an iron flail. I have no doubt the usefulness of many a piece of excellent carpet and the serviceability of many a well-made rug has been prematurely cut short by a too vigorous spring flailing. The rug may have been well loomed, but it is doubtful if it were built to withstand the terrific onslaught of your seasoned carpet-beater. If you are lucky in hiring a good, sturdy carpet-beater along about housecleaning time, you can get your room-sized rugs beaten for anywhere from 33 1/4 to 50 cents apiece; and a good strong fellow ought to be able to beat something like five dollars worth of wear out of that rug in the course of two or three hours. If the rug gets hung on a prong of your clothes-prop this circumstance, of course, facilitates the process of deterioration in the floor covering; and if a sudden shower comes up while your itinerant "beater" has gone to the saloon for a drink, that not only serves to "fix" the dust, but also hastens the decay of the texture.

If you really don't care for the pattern of your rug, and really feel as if you'd be glad when it is gone, it's worth while to have somebody beat it every once in a while.

In that case, of course, it isn't necessary to wait for housecleaning time. Any old time will do.

Of course hardware merchants and furniture dealers carry vacuum cleaners, and there is the power-driven compressed air cleaner that comes to your door, and then there is the big sanitary cleaning plant that will take your carpets and rugs and thoroughly renovate them for you for about a dollar apiece, coming after them in response to your telephone call, and bringing them back to you in a few days as fresh and bright almost as they were the day you bought them.

Some people rather fancy the modern method of ridding rugs and carpets of the dust and dirt with which they are soiled.

And really the advocates of the modern method have much to say on behalf of their preference.

They argue that you can't beat all the dirt out of a rug or a carpet; and I'll venture you can't.

I think I know whereof I speak, too; for when I was a lad, they used to draft me into this carpet-beating service. I think I have hit the same carpet approximately ten thousand times, and I have never been able to notice any appreciable diminution in the quantity of dust that emerged in response to the blow. Of course if you have, as I have elsewhere intimated, a big husky chap, and if you provide him with nice wire flails, put together in a workmanlike manner, and built of tough material; and if you don't rush the work, but give your man plenty of time,—he'll be able to get results for you. Though you haven't much left to cover the floors with when he has finished, you'll know beyond a doubt that much dirt has disappeared with the nap.

Of course a good deal of the dust blows back through the open windows into the house; and really it is reasonable to suppose that, among the various types and orders of germs that frequent floor-coverings, there are some spiteful enough to hike right back into the house after your man has ruthlessly dislodged them in the back yard.

I think some of the germs which my neighbors all about me have liberated have gone back to their old familiar haunts—and I am afraid some of them have meandered over my way to take up their abode in our home.

I am not saying, mind you, that any self-respecting germ would do anything like this in the spirit of spite; but a germ that hasn't been about much would certainly seem liable to become lost in the vast expanse of a back yard thirty feet in width by sixty feet in depth. Having lost his bearings, so to speak, in this somewhat expansive yard, he should not be harshly criticised if he forgot the house out of which he was originally yanked. While I cannot go as far as to say that I have actually seen any germs (from my neigh-

bors' rugs and carpets) surreptitiously stealing in through my open windows, I am rather inclined to suspect a good many of them have done that.

As a matter of conviction on my part, I am willing to aver that the atmosphere of our neighborhood has been heavily impregnated with germs for the last six weeks. Many of these germs, up to the fateful hour of housecleaning, were leading a sequestered and tranquil life in my neighbors' rugs and carpets. Suddenly, and without a moment's warning, they were thrust out and put upon a cruel, unappreciative world. Under them lay the damp, chill grass (highly injurious, mayhap, to certain varieties of indoor germs), above them stretched the deep, blue vault (and maybe a disagreeable tang in the air), and round about them as far as the eye of a germ could see, telephone and electric light wires, slate roofs, and chimney pots. To be thus ruthlessly ejected from one's home in the rug or carpet of some nicely appointed family room, hard by the floor register—well I admit it's tough from the germ's point of view. It may be such inconsiderate treatment as this that has metamorphosed so-called harmless germs into those pessimistic and malicious types that stir up things when they do get busy. This, of course, is a mere conjecture—and scientists might possibly boot the idea; but my point is this: if you really mean to eject a germ, don't put him just outside the window; for even a worm has been said to turn. A real husky germ, scorned, is liable to become a dangerous proposition.

Dusting pieces of furniture in the home with an old-fashioned leather duster and beating rugs in the back yard with a wire flail belong in the same category.

The category is of things no longer accredited.

There are better ways of doing the thing that we think we are doing (but really aren't) by the mode of our activity.

The proper thing to do is to change the mode.

Our intentions were all right, but our manner of executing them was hopelessly inadequate.

A leather duster simply dislodges the dust from the top of the piano or book case and causes it to settle on the chairs, mantels, rug, margins, etc. We haven't eliminated an atom of dust; we've only shifted it.

Use a damp rag. Gather up the dust in the rag, and when the rag is soiled, wash it out and repeat the process.

Send the rugs and carpets off to the carpet cleaners and have 'em literally cleaned. Eli Elkins.

Proper Way to Stuff Sausage.

Bologna should be stuffed tight so as to prevent shrinking. Frankfurts moderately tight so as to allow for the twisting. Pork sausage moderate to allow for the tying. Liver sausage slack to allow for expansion of the liver and contraction of the casing. Headcheese tight in order to permit the meat to congeal and stick together. Blood sausage slack so as to allow for expansion of the blood and contraction of the casing. Pressed corn beef should be stuffed as tight as can be done, as the meat must adhere together and become solid.

Foolish Question.

Breakman, in answer to query—We ran over a calf just now.

Passenger—Was the calf on the track?

Breakman — Oh! my no! We switched out into a meadow and ran it down.

A man can get so good that he isn't good for anything.

Our Latest and Best

Home Medal Flour

Pure Spring Wheat Patent

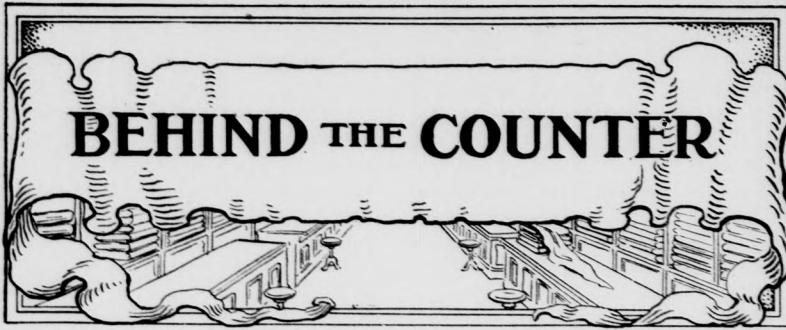
Our tested family brand Purity has been the leader for 25 years.
We carry full line of Grain, Feed and Seeds.

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

WORLEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.



Training of the Clerk Increased His Business.

A druggist made up his mind that he could obtain increased business by adopting a system of education of his clerks. He started in with the three clerks he had in his employ to train them according to his views. Two of the clerks were young men who appeared to be willing to learn. The other was an elderly man with fixed ideas on the subject, and rather than go through the new molding process he resigned. Another man was soon obtained in his place. The druggist proceeded with his three clerks to adopt the plan he had had in mind for some years.

The store was located in a section where it was patronized very frequently by a rough element, for the poorer classes of people lived along the bordering streets adjoining the store. The store itself was on an important street near the business section. Hence two classes of people traded at the store. In order to meet with the requirements of the rough

element, the druggist put his three clerks through a course of training with a view of getting them accustomed to be polite to rude customers. Often the rough people from the low section of the city called at the stores near by to get supplies. Their money was as good as anyone's; but they were rough of speech and manner. Often they were coarse and vulgar. Frequently the clerks in the drug store had been obliged to decline waiting on the rude persons, stating that the goods demanded were out of stock. The store lost money by this plan. The boss secured the aid of several of the roughest of the men and women about the section and, by tipping them, enlisted their services as subjects to train the clerks. The clerks were instructed how to be polite, regardless of the impolite language of the patrons. This grated on the young men at first, but as soon as they realized that it was a business proposition, they regarded the coarseness of the patrons as a daily event and did not mind it. As a result of

the polite way in which the citizens of the lower section of the city were treated in this drug store, the patronage increased steadily.

This druggist also discovered that which some druggists overlook. He observed that after he had gotten a man trained to conform to the special requirements of his particular business and patrons, it paid to hold on to such a man. It has been my experience that some of the most intelligent managers of drug stores have allowed good men to depart, with the assumption that any man's position can be readily filled by another. This is not the plan on which the druggist we refer to operated. This man believed that after he got a clerk working along his individual lines it paid to retain that clerk in his employ, even if it became necessary to increase the man's salary right along. Hence in time the druggist working on this plan had a corps of assistants that conducted the business as planned by the manager.

This manager not only sought to train his men to be polite to patrons, but he trained them how to look. Many drug clerks would get offended if told to take their hands out of their pockets when waiting on customers. Others would not like it if told to put on a clean collar or to manicure the soil from their finger nails. Our druggist did not hesitate to instruct his clerks to wear clothes that had been neatly pressed, to have well polished shoes, to wear clean linen and to keep shaved. The daily shave was insisted upon. Flashy rings

and imitation diamond studs in shirt bosoms were discouraged and objected to. The hair had to be kept combed and general cleanliness prevailed among the clerks in this store. Of course all this meant that the men had to have their feelings hurt occasionally, but no man quit because of this.

Any sensible man is willing to take advice from his boss providing the business is concerned. Surely the good appearance of the men back of the counters in drug stores is a business proposition. We have all met the clerk with the soiled linen, the unshaven face and the unclean finger nails. We have been waited upon by men with dirty white coats carelessly thrown over their suits to protect the finer cloth below, and have made up our minds not to trade in that store again.

In addition to training his men to be polite to patrons and clean in appearance when back of the counter, this manager realized that it meant an indication of prosperity for his store if everyone connected with it wore good street clothes. He started in with himself and braced up. He squared his shoulders and assumed the best possible physical appearance. Then he started in on his men. Of course objections were raised to the effect that the wages would not warrant buying new clothes for street wear as often as might be necessary to appear spick and span all the time. Then the matter was adjusted by the manager arranging to pay for the cleaning and pressing of one suit of

Highest Grade Canned Goods

PACKED BY

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

We operate three model plants, including the largest and best-equipped pea packing plant in the world.

Peas packed fresh from the field by automatic continuous machinery, under perfect sanitary conditions. All water used is from artesian wells. Skilled helpers, expert processers

—all under personal observation of experienced packers—give to the

HART BRANDS OF FRUITS AND VEGETABLES

Distinctive character and make them TRADE WINNERS AND TRADE HOLDERS

Send for Catalogue

Ask Your Jobber for Hart Brands

W. R. ROACH & CO., HART, MICH.

Factories at HART, KENT and LEXINGTON—All Model Plants

Judson Grocer Co., Distributors, Grand Rapids, Mich.

clothes, an overcoat and hat for each man at the neighboring tailor's each week. This cost only one dollar per man and the effect was marked. The proprietor and the clerks always appeared in the store or on the street well groomed. People were not long in noticing this. They figured that a store employing well dressed and well trained men must be conducted on business principles, and as a result more custom was obtained.

At the present time this store is doing a very fine business. Not only are the clerks natty and accommodating, but the plate front windows are clean, the goods are kept well dusted, the soda glasses shine and everything moves accordingly. — George Rice in Practical Druggist.

After the Day's Work—Propaganda.

The other day something happened in Milwaukee. America was shocked to see a Socialist elected to the highest office in a municipality.

Victor L. Berger, one of the ablest Socialists in the United States, said in a recent interview, "Our entire method of propaganda is and has been in the past, the use of literature. We distributed about 750,000 pieces in this campaign."

Advertising again won a victory.

Whereas all good advertising is educational in the sense of teaching men to do something that the teacher wants them to do, this socialistic propaganda taught at least 27,000 of the citizens of Milwaukee that socialism was better than democracy, and the secrecy of the old political

system pushed them to a point where they were willing to give socialism a trial.

Merchants might learn much from the Berger statement of this principle of the socialist work, the patient, persistent appeal to the common people, written in the common tongue, dealing with the common problems from the common viewpoint of dollars and cents, talking as men do about their dinner pails at the noon hour, rather than as a stall-fed politician behind a banquet board—bears rich fruit.

Behind this propaganda, this distribution of literature, is the primitive desire of men that men shall speak for themselves over their own name and signature, for we have learned how easy it is for a man or a corporation to repudiate that which can not be traced to his hand. Again, we are learning not to trust the treacherous sense of hearing, for we have been so often seduced by the mellifluous tones of partisanship. We much prefer to have it put in black and white, and be given an opportunity to study at our leisure the real significance of the claims and promises of those who would lead us out of darkness into light.

John Wanamaker, of Philadelphia, and one Sidney Brock, of Oklahoma City, advertise their business. Now and then they write little heart-to-heart talks about some matter of store news or business policy—and sign it with a fac-simile signature (to make it personal), and Wanamaker and Brock are thought to be rather

sizable figures in their respective cities. There is a reason why they do this. They believe in the propaganda—and they have real history and know human nature.

Yes, this is the age of the propaganda—and more and more it is being realized that it is the age when the people like to get face to face with a man.

E. St. Elmo Lewis,

Advertising Manager
Barrington's Adding Machine Co.

The Parcels Post Outlook.

Whether a parcels post law will be enacted at this or at the regular session of Congress that will begin next December is yet doubtful, although the weight of probability is felt to be on the side of those who prophesy action at this session. Some of the Democratic leaders say that the subject will be taken up so soon as Canadian reciprocity and other matters now on the program have been disposed of; others favor delay until the regular session unless there comes from the country a clear demand for action at this session.

In the House the parcels post bill apparently will have little opposition; the only question of debate now among the majority members appears to be how far the system shall be tried—whether it shall be confined to the rural delivery routes or applied to a wider field. The Senate is more conservative in the matter, but with the retirement of senators who opposed any form of parcels post the chances appear good for the passage

of a bill applying at least to the rural routes.

In view of the objections of country storekeepers and others and the recommendations of President Taft and Postmaster General Hitchcock that the parcels post be tried first on a small scale with a view to extending it gradually it is still doubtful whether and successful. Congress will take a wise course if it provides for the first application of the system to the country routes. It is sound policy to go slowly in making a change of such wide effect upon business as a parcels post may cause, and the farmers are the ones who probably would profit most out of the service.—Chicago Record-Herald.

Risk Refused.

The insurance company doctor had reported that the man seemed to be all right, and the man himself had certified that he was not engaged in any dangerous occupation. "I lead a sedentary life," he told them. "I work in an office and we have no danger of excitement." "How about sports?" asked the examiner. "Do you play football? Baseball? Do you box? Belong to an athletic club?" "No—none of that stuff. I guess I'm a safe risk." "Do you search?" "What do you mean?" "Do you drive your car faster than the speed limit?" "I have no car." "What? How do you get along?" "I walk." Risk refused. A searcher is a dangerous risk, but a pedestrian has no chance at all. Buy a car, old chap. Sorry, good night.



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

DIRECT ADVERTISING.

Methods Aside From Use of Newspaper Space.

Written for the Tradesman.

Advertising is primarily a sales aid. Many merchants have, erroneously, become fixed in the idea that advertising is merely the use of space in the local papers. There is nothing more valuable and advantageous than the continued use of the newspapers. They always have been and always will be the chief source of profitable publicity for all retail lines. However, there are other methods of advertising that can be advantageously used—the results will be more than satisfactory and the cost of operating even less than newspaper space in many instances.

Direct advertising, so called, is that which makes an appeal direct to the customer whose trade is sought. It may be by means of a letter, circular or folder through the mails, handed direct to the customer at the store, or wrapped in the bundles going from the store.

The better way is, of course, to mail such matter. In this way you not only reach those trading at your store but the "other fellow's" customers. There are to-day being used more personal letters as a means of advertising than ever before, but this phase of advertising is in its infancy—it is capable of great expansion and improvement.

No letter that is sent as a letter should ever be mailed under a one cent stamp. The reason is obvious. You pay but scant heed to the "green stamp" missive and your prospective customer does the same. If you are going to send a letter that is supposed to be personal, do not have it printed by any ordinary printer and expect to have a good job. There are firms now making a specialty of type written letters that can scarcely be told from personal letters.

These letters were filled in; that is, the name of the person addressed is written in on the typewriter, just matching the body of the letter. You can not be too careful in the appearance of such a letter; it is your personal messenger and can be made valuable or worthless according to the care placed upon its preparation. The best of such letters can be secured complete at a moderate price.

One of the very best possible plans now being operated by a prominent Grand Rapids concern is to mail each week to a selected list of 2,000 names a neat letter telling briefly of some special values in the store and enclosing an attractive coupon good for a special bargain at a certain discount. The time of the offer is limited and the coupon must be presented when the article is asked for. In this way the dealer has a positive, reliable check on results, and the returns, as proved by the coupons coming in, have been highly satisfactory.

This merchant always has a folder or circular, neatly printed, to enclose in every package that goes out; also a small slip that goes into every letter, mailed with all statements and correspondence. These cost but lit-

tle and keep certain store features constantly before the public.

A most effective campaign of direct advertising has just been brought to a conclusion by a local clothing house. It would apply as well to grocery, department or other stores in small or large towns.

The proprietor purchased at a cost of eight cents each a most attractive celluloid novelty, of equal value to men and women. He had a list of letters prepared and in each one he placed a coupon calling for the souvenir on presentation at his store. He made it part of the scheme that the person should buy at least twenty-five cents' worth of merchandise. The scheme depended, of course, a great deal on the wording of the accompanying letter. The results have been so good he is now going into the matter of using a fine aluminum novelty to cost thirty cents in thousand lots.

A local bank mailed an inexpensive folder at Christmas, stating they would give a knife to those men who opened a savings account. Two hundred such accounts were opened by this means alone. An insurance company, on direct advertising without any souvenirs, received over 80 per cent. returns from their campaign. This form of advertising is certainly worthy, as results have proved time after time that it pays to go into the mails and into other methods than the newspapers.

I know one merchant in a small town in Southern Michigan who sends a circular every two weeks to all the people on the rural routes in his vicinity. These circulars are well printed but inexpensive. They give many special items and quote the price at which eggs and butter will be bought on the coming Saturday. The farmers come to look for that sheet regularly and it pays big dividends. One day it came to a question of having a clearing sale of odds and ends at the season's close. This merchant, without using an inch of newspaper space, had one of the best sales he ever pulled off—it was the strength of his rural route sheet that did it.

When you get to thinking of special sales keep this form of advertising in mind. It can be used at all seasons equally well.

Suitable novelties for souvenir use and premiums can be secured in wide variety. There is always something new and pleasing.

If you do not feel capable or experienced in the preparing of form or circular letters, get some help from an expert. It is worth the small service charge.

Do not overlook the value of the newspapers, but bear in mind the fact that printed matter does not cost so very much, and the outgoing bundles, mails and customers can all be made a profitable advertising medium if carefully utilized.

Hugh King Harris.

A man is like a tree—looks pretty straight on the whole, but has a lot of crooked little branches that you do not notice until you get up close to him.

Defends Cold Storage.

Joseph S. Hepburn, a government chemist, in an address before the Franklin Institute of Philadelphia, Pa., reviewed the work of inspection and scientific investigation done by the United States food research laboratory. He stated that with proper handling and care, poultry could be kept in cold storage for a year without detriment. He declared that only the flavor was impaired after a nine months' sojourn in a storage house, and that if properly thawed, even this could be brought back. His lecture was illustrated with lantern slides.

The United States is estimated to use 37,000,000 tons of ice a year, of which 22,000,000 tons are natural ice, and 15,000,000 tons are artificial.

If Your Grocery Business is Not Paying as it Should

Why Don't You Change Locations

READ!

There is an unusual opportunity—for the right man—to establish a big, profitable grocery business in a certain town in Michigan.

Five thousand progressive people in the midst of one of the best mining sections in the state.

Good schools—good climate—good churches. An ideal place for contentment, health and prosperity.

Right now there is an excellent opening for a modern grocery store.

This information is reliable. You should act at once.

Address your inquiry to the Michigan Tradesman. It will be forwarded.

This is a tip;
If delayed, it will slip.

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

Sawyer's 50 Years the People's Choice.

CRYSTAL

See that Top  **Blue.**



For the **Laundry.**

DOUBLE STRENGTH.

Sold in **Sifting Top Boxes.**

Sawyer's Crystal Blue gives a beautiful tint and restores the color to linen, laces and goods that are worn and faded.

It goes twice as far as other Blues.

Sawyer Crystal Blue Co.
88 Broad Street,
BOSTON - MASS.



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.

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 13¼ 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.

As the Old Veteran Sees It.

Written for the Tradesman.

"Ha! Ha! Ha!" laughed the flour drummer from the city of Furniture, "they could have had that at the outset without any strike," and the rubicund visage lighted up with great good humor.

"Something funny, eh?" from the fellow who sold dry goods and Yankee notions for a prominent city house.

"Why sure," still chuckling. "The unions have called the manufacturers' bluff don't you see? One of the biggest factories has offered their men ten hours' pay for nine hours' work which was all they contended for. All this long strike for nothing."

"Good enough," echoed the dry goods man. "It's made me tired to see these fellows with their swell turn-outs and high notions, going about refusing to grant justice to their workmen, who have only asked a living wage. I knew they'd have to come off their high horse before they got through."

"What high horse is that, friend?" queried the cracker drummer who had just come in.

"Why, these factory owners defying the unions, declaring they would hire whom they pleased. I tell you—"

"What is there wrong about that?"

"What is wrong about it?" with a snort. "Everything is wrong. Why don't the employers act up to the Golden Rule and treat their men as they ought? I tell you, if it wasn't for the union, the laboring man would be nothing less than a serf. The idea of importing dubs—scabs—"

"Who are scabs, friend? Men who are willing to work, men who have families to support and take no dictation from walking bosses and outside jawsmiths, men who believe in the inalienable right to life, liberty and the pursuit of happiness; also the pursuit of business unmolested by union thugs—"

"See here," broke in the flour man; "how'd you s'pose the unions could hold their own if they didn't stop outsiders from taking their places. I tell you the unions are fighting for their very existence right here in Grand Rapids—they'll win out too."

"Do you think the closed shop right?"

"Sure it is."

"Then you uphold the unions in preventing by force a man outside from coming in to work in the factory he himself has deserted. You hold that labor union men are the only class of workers who have a right to exist. Here's this old gentleman here," turning to an old soldier, "who went through four years of war to keep Old Glory in the sky. Now, if what you say is true this man fought out a bloody four years war for nought. Liberty of conscience is scotched by labor unionism, and that flag representing, as we suppose it does, all that is right and just for every man, white, black or red, rich or poor, that flag is nothing but a dirty rag, a sorry mockery of what we have heretofore held it to be. If in free America a combination of men, labor unions or any other, can dictate who may work,

how much the wage shall be, how Mr. Employer shall manage his business, in fact rule or ruin according to its sweet will, then the blood shed at Bunker Hill and Brandywine, at Gettysburg and Shiloh was shed in vain; the boasted liberties of this republic are dead and we need a monarchical guardian to look after our affairs."

"Pure bosh!" sneered the flour drummer.

"Not quite. Let me cite a parrallel to your reasonig. If I am at work for Smith here for ten dollars a week and feel that I ought to have fifteen, I go out. In other words I quit the employ of Smith. Instead of going away about my business, I proceed to arm myself with a club and stand guard before Mr. Smith's door. Along comes Brown who is willing to work for ten dollars, but if he dares cross the threshold to offer his services I smash his head with a club—that is unionism. Now do you call that right?"

"Why, you see—er—that is, perhaps—"

"You know it isn't right. You know also that that is the argument of the union laborite."

"Well, a large body of men would be justified in keeping cheap labor under, even by force, in order to serve the many, when perhaps in an individual case like the one you mention it might not be wholly justifiable."

"Then you think the mob is right in doing what, in an individual, would be punishable as murder?"

"Bosh again."

"You believe in a closed shop?"

"Certainly I do," swelled the flour drummer.

"In which case you stand for the fraction of organized labor as against the vast majority outside. To what a pass we would come with the right to work for wages denied every man who would not bind himself to an organization for which he had no love. My friend, that doctrine can not live here in America. The right to sell your labor to whomsoever you please, at a rate per hour, day or week as suits you and the man who employs you, is one that can not be gainsaid, and that right must be upheld at any cost."

The cracker man went out. The old soldier scratched his head thoughtfully, while the dry goods man affected to sneer at the arguments of the fellow who didn't recognize the right of unionism to run everything under the sun.

"That young fellow has queer ideas," said the flour man.

"I should say so," remarked the dry goods representative. "The idea of him sticking up for the capitalists. The golden rule is the thing."

"That's right too," assented the old soldier. "Now for instance, if Smith here sells clothing, we will say for fifteen dollars, while Brown across the way offers the same goods for ten, much too cheap of course, now you would patronize Smith in order to rebuke Brown wouldn't you?"

"What? Er—well—no, yes, I think I should. I don't believe in patronizing cheap-Johns or cut rate stores."

"That's the idea of course," chuckled Smith, the storekeeper, beneath whose roof all this arguing had taken place. "And yet a good many people think the merchants are getting rich too fast, making extraordinary profits out of them. When nine-tenths of business men go to the wall that argument will not hold water. Fresh eggs? Oh, yes, plenty of them."

This last to a query from the dry goods drummer. The latter said: "I am going home to-night and as eggs are cheaper here I'll take along ten dozen. I keep my house supplied with butter and eggs I buy of the country dealers—"

"Yet you have stores near your home in the city I suppose?" injected the old soldier.

"Sure, but you see it pays to buy at first hands—"

"How about the golden rule?"

The dry goods man was too busy talking with the merchant to hear.

"I suppose it wouldn't be more than fair to give the furniture men credit for knowing their own business better than outsiders," suggested the old soldier. "Perhaps, now, they tell the truth when they say the wages they are paying represent all they can afford under present conditions, and doubtless even bishops or farmers would resent it if the factory owner should tell them how to manage their own affairs. Well, I donno, 'tis a queer world anyhow. Maybe, now, if what this flour man says is so, my four years at the front, from Bull Run to Appomattox, was a foolish waste of time after all."

J. M. Merrill.

Would Bear Watching.

"You don't seem to admire Langley."

"No. I admit that I don't think much of him."

"What's the matter with him? Have you ever known him to do anything crooked?"

"I have never known of anything wrong that he has done, but he is one of these people to whom it is frequently necessary to give the benefit of the doubt."

Lightning seldom strikes twice in the same place. Good luck is like lightning in that respect.

Grand Rapids Electrotype Co.

1 Lyon St., Grand Rapids, Mich.
Makers of Highest Grade Electrotypes by all modern methods. Thousands of satisfied customers in our best advertisement.
Also a complete line of Printing Machinery, Type and Printers' Supplies.

Awnings



Our specialty is Awnings for Stores and Residences. We make custom pull-up, chain and cog-gear roller awnings. Tents, Horse, Wagon, Marine and Stack Covers. Catalogue on application.

CHAS. A. COYE, INC.
11 Pearl St. Grand Rapids, Mich.

**AWNINGS
TENTS
FLAGS & COVERS
SAILS & RIGGING**

**Cog Gear Roller
Awnings**

Are up to date. Send for catalog.
Get our prices and samples for store and house awnings.

The J. C. Goss Co., Detroit, Mich.

We Manufacture

Public Seating

Exclusively

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

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

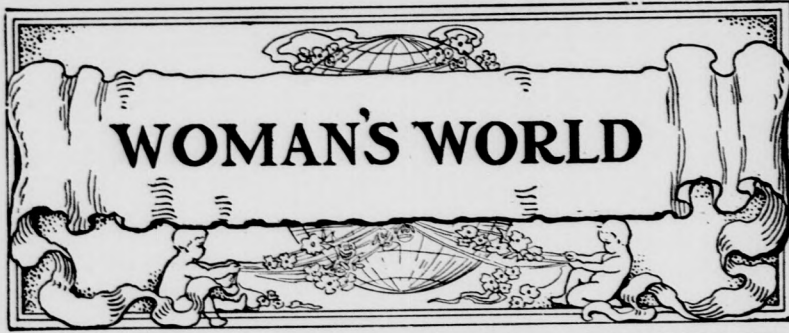
Lodge Halls We specialize Lodge Hall and Assembly seating. Our long experience has given us a knowledge of requirements and how to meet them. Many styles in stock and built to order, including the more inexpensive portable chairs, veneer assembly chairs, and luxurious upholstered opera chairs.

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NEW YORK
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Excessive Ideality Sometimes Wrecks Happiness.

Written for the Tradesman.

In the old days when the Fowlers held the stage center of attention and thought, and phrenology was all the rage, we used to hear a great deal about ideality.

As the human cranium was platted out by the learned George Combe, who, as a phrenological star, ranked second only to the immortal Gall himself, ideality is number nineteen. It is located a little back of the forehead proper, and, when fully developed, gives breadth to the upper part of the head.

Ideality was observed by Dr. Gall to be prominent in the busts and portraits of deceased poets and in the heads of a great number of living bards. Hence he called it the organ of poetry. "It usually is small in criminals and other coarse and brutal characters, for it is essential to refinement. It prompts to elegance and ornament in dress and furniture, and gives a taste for poetry, painting, statuary and architecture. This faculty is said to delight in the perfect, the exquisite, the beau-ideal, the beautiful and the sublime." It will readily be seen that ideality is one of the very highest-toned bumps that adorn our mortal skulls. The person who possesses it in an unusual degree stands on a pedestal of superiority. But is he or she—more especially she—made happier thereby? I believe she is not. Indeed, I am convinced there are some women who have far more than is good for them.

There is the case of poor Evelyn Dayre. I always speak of her as "poor Evelyn Dayre," not because she is poor in money, nor yet because she has had more trouble than other people, but because she always seems to take life so hard. Her maiden name was Evelyn Brown. The whole Brown family seemed to have too much ideality, at least in one way or another most of them spent their lives in fruitless efforts for the unattainable.

In her youth Evelyn had a lover, one Allen Dayre by name, an agreeable and well-meaning young fellow, but who gave so little promise of ever being able to provide her with a decent living that Father Brown, who had more practical sense than the rest of the family, broke off the match.

In common phrase, Evelyn "took on something terrible;" she even threatened suicide; but didn't. Allen's ways and hers separated, and, after a while, not so very long either, they both married. She became Mrs. Sam

Boardman. Sam was a hustler and so came up to Father Brown's requirements.

Unfortunately he did not come up to Evelyn's. He was steady and industrious and made plenty of money and was generous to her, besides being always very kind. Wives who were worrying along with shiftless, dissipated husbands wondered why Mrs. Boardman was not happy. It seemed to them she might be. But we who were more intimately acquainted with her knew that Sam's honest, commonplace soul never could rise to the heights where Evelyn dwelt. Hence her very evident dissatisfaction and sorrow. We all sympathized with her; it really seems to me now that it would have been more just if some of us had sided in with Sam. Poor fellow! He did not have the kind of mind to analyze his own inadequacy and find out just where he fell short, but he realized he was not a "high-brow" like Evelyn, and he always wore an air of apology when in her presence.

In time Sam died, leaving his not very grief-stricken widow very well provided for. After some years it came about that Allen Dayre, who meanwhile had lost his wife, came back, and after the lapse of thirty years resumed his courtship of

Evelyn. Father Brown with all his prudential forebodings and restrictions had long ago been laid to rest in the cemetery. Allen was accepted. During their rather brief engagement Evelyn declared she was seeing the happiest days of her life. Allen always had been her ideal.

We all favored the match because it seemed so romantic I suppose. Allen still was lacking in energy and initiative, but those lacks do not show so badly when a man is 60 as they do when he is 30. He had some money that had been left him by a relative; besides Evelyn had enough for both anyway.

They were married and their rose-colored dream of bliss swiftly came to an end. The nuptial knot scarcely had been tied before Evelyn began to discover traits in Allen that were not "up to her ideal." She told him of every one of them. Her discoveries came thick and fast, and after six months of wretchedness they separated, Allen going to live with his married daughter in Omaha.

Amelia Whipple, in her keen, matter-of-fact way, sized up the case in this wise: "When we thought they would be so happy together, we failed to take into account that everlasting idealistic temperament of Evelyn's. That's at the bottom of the whole trouble.

"Evelyn, when she was a girl, never was in love with the real Allen Dayre; but in her dreamy, impracti-

cal mind she had conjured up a man of heroic mold and in some manner not easily explained she identified this creature of her dreams with Allen Dayre. The Allen Dayre whom the rest of us knew was an entirely different person from the Allen Dayre of her imagination.

"Father Brown set his foot down and prevented her marrying Allen, but

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

HAND SAPOLIO

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain.

Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.



GIVING THE EARTH.

Customers Only Want To Be Treated Fairly.

"When I was a young man," says the Tramp in Dry Goods Reporter, "I had a job as 'promoter' of a store in Arkansas.

"My boss was one of those very kind, courteous Southern gentlemen, who was so afraid of offending people that he would go two squares out of his way to keep from meeting a woman with a sour face.

"One of the stunts I introduced in that town was one-day sales.

"It was one of these country towns that might be called 'A Big Saturday Town.'

"All the farmers for miles around came to our town on Saturday morning, and stood around on the street corners until Saturday night, and then went home and fed the stock.

"Through newspaper and show window advertising I had managed to impress upon the people of that community that at our store every Saturday there would be a special sale of some one thing, much cheaper than the usual price.

"This Saturday sale idea took splendidly after a time, with the result that the farmers got in the habit of bringing their wives to town with them on Saturday, and the wives made a rush for our store.

"These Saturday crowds and the success of our one-day sales tickled my boss terrifically, and nearly every Saturday morning he would come around where I was taking the sale stuff out of the window, and patting me on the shoulder would say: 'Tramp you've got 'em coming.'

"But at night the old man's tune would be changed—changed every Saturday night.

"Maybe out of one or two hundred women that had been in our store that day and bought goods, one had made a kick. That single kick would spoil the entire day's pleasure for the boss and make him lose his appetite for supper.

"Nearly every Saturday night he would come to me and say, 'Tramp, I guess we'll have to cut out these one-day sales. Mrs. Smith came to me to-day and said that the women who are hogs get all the good things at these special sales and decent women, like her, can't get anything they want, and she is angry about it. Now, if we are going to make women mad with these special sales instead of glad, it does not seem to me that that is good for the store.'

"Then my boss would light a cigar, look at me as if he had me squelched

beyond repair and await my answer.

"Then it was up to me to show my boss that on that particular Saturday we had made at least one hundred and ninety-nine women glad by selling them real big bargains, and that if Mrs. Smith were actually provoked, we still had one hundred and ninety-nine to one in our favor, and that that was a pretty good percentage.

"Then I had to show him that if Mrs. Smith were really mad, she was not mad at the store but at the women who beat her in the bargains.

"Then, again, I made it plain that Mrs. Smith was actually not provoked at anybody—only a little disappointed—and that she would be the first one at the store next Saturday and would 'hog it' worse than any other customer.

"It usually took me about an hour every Saturday evening to convince my boss that what we were doing was best for the store in the long run, and then I'd set to trimming the window for the following Saturday's sale.

"But convincing a boss of the same thing every Saturday night is not what it is cracked up to be, and finally it wore on my nerves.

"So, one Saturday night, I told my boss that he was bughouse, with no more backbone than a fishing worm, and—I have not been in Arkansas since.

"No matter what a merchant does, nor how good he does it, he can not please all the people all the time.

"At least out of two hundred women customers he can not expect to find less than one 'kicker.' He should not let that worry him.

"Some of them have to do it as a pastime.

"And these kicks by customers are good for a sensible merchant, just as criticism is good for anyone.

"And a merchant should not be sensitive about them.

"All these things go with the business.

"Sometimes the biggest kicker to your face will talk about you best at your back.

"Treat the customers fairly—only fairly—and make just corrections for all claims, and the store will be all right.

"In the end customers expect no more and exact no more than that they be treated fairly. If you do that they will come to your store again and again, regardless of the way they talk to your face.

"For fairness will establish confidence in your store and that confidence is worth at least half as much

to you as your stock of merchandise.

"A little over a year ago I ran into Dan Fisher on the depot platform at Milwaukee.

"Dan has a store at Wittenburg, Wis.

"'Why, hello, Tramp,' says Dan. 'Say, Tramp, I'm in a helava lot of trouble. Come up to Schlitz Palm Garden and we'll talk it over.'

"Dan carries about a \$15,000 stock of general merchandise in Wittenburg and has always sold lots of goods.

"'Tramp,' says Dan, 'I am doing about \$47,000 a year in my store and I am not making much money. I know why: I'm giving the profits all away. I don't know what to do about it. Half of my business is groceries and the other half dry goods. About five years ago a feller came to my town selling cash registers, and he sold me one. This cash register spits out tickets on each purchase, good in trade for 5 per cent. of the purchase.'

"'Now, you know, Tramp, and I know now that a man is a fool to give 5 per cent. of his sales to advertise a general merchandise business that is half groceries. Yet, I've been doing this for five years and do not know how to quit. I have thought of every scheme on earth about how to quit that 5 per cent. rebate and I have not come to any conclusion yet. How would you quit it, Tramp?'

"'Why,' says I, 'I would just quit.' 'Yes! yes! yes!' says Dan, 'but how would you explain it to the customers? What would you tell them why you had quit?'

"'I wouldn't explain,' says I. 'I would not tell them why. I would simply put an advertisement in the paper and hang a sign up in the store saying that after a certain date I would discontinue the giving of rebate tickets. Then if the customers want an explanation, let them explain it themselves. It will give them something to talk about.'

"'Yes,' says Dan, 'but suppose they all get mad at me?'

"'You can suppose anything,' says I. 'Suppose you drop dead before you

get back home to stop that foul rebate system. Nearly all your customers know you are a sucker for giving them back 5 per cent. of their purchases. Quit it and they'll admire you for being a sensible merchant.'

"Dan and I talked along for about four hours, while he was wrapping himself around the goods that made Milwaukee famous and at 6 p. m., when he started for the train, he said, 'Good-bye, Tramp, I'll do it, even if I have to take arsenic to keep up my nerve.'

"At this writing I have before me a letter from Dan Fisher in which he says: 'Business for 1910 will be about five thousand over 1909, and I haven't given away a single rebate ticket since the day you shipped me home from Milwaukee.'

"No, sir; the trading public does not want you to give them the earth. Just treat them fairly."

Tact is a great thing. It enables a man to put a nickel in the collection plate in such a way that everybody else will think it a quarter.

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Trimmed and Untrimmed Hats

For Ladies, Misses and Children

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Grand Rapids, Mich.

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

BECKER, MAYER & COMPANY CHICAGO
VIKING GRADUATE VIKING SYSTEM
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KEEP COOL

And keep your customers cool by replenishing your stock with thin

Hot Weather Wash Goods

A New Line of Printed Lawns at 4c

A New Line of Printed Batiste at 9½c

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A New Line of Printed Organdie at 10½c

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Mich.

We close Saturdays at one o'clock

Condition of the Hosiery and Underwear Markets.

The warm spell which has been in force during the last week has done much to revive the spirits of sellers of light-weight cotton underwear in the local market, but it apparently has not as yet affected buyers. Repeat orders for light-weight goods which have come to hand during the week, while they show some improvement, are still small. It is generally believed that the week of warm weather has not been a sufficient time to affect the sales of goods among retailers to any great extent, but that if present weather conditions continue there will be more activity in the jobbing and primary markets. Stocks in the hands of jobbers are light and any buying movement on the part of retailers should force jobbers into the market in a hurry with their duplicate orders, inasmuch as purchases of light-weight goods on their part have been conservative. During the past week buyers have shown no great amount of interest, however, even where they could secure goods at most attractive levels.

Spring Openings.

With buyers hesitating about their purchases of light weight goods and the market extremely quiet at present, manufacturers are making but little preparation for spring openings, which should be made within the next few weeks. Buyers have shown little interest in the matter. At the knitters' convention, held at Albany last week, it was decided by New York State manufacturers not to go out with spring goods before July, which is a month later than usual. It is believed that openings on the part of manufacturers and selling agents generally will not be made much before July. With cotton selling at a higher price than was the case last year at a corresponding period, manufacturers are inclined to await developments in the cotton yarn market before they start to fix any prices on their goods for the new season. With conditions in raw material the same as they are to-day, opening prices for 1912 must show an advance over last year's figures. The last two years of high raw material prices, without a corresponding increase in the cost of manufactured cotton underwear, has created a condition in the market for the sale of cotton underwear which is not apparently generally understood by buyers.

Manufacturers can not go ahead for another two years, turning out goods to sell at the prices which have been in force unless there is a pronounced change in the costs of raw material. The most careful followers of the market for raw cotton feel that cotton will remain at high levels for some time to come. To meet this condition purchasers of underwear in the jobbing trade and the ultimate consumer must pay higher prices for finished goods. There is nothing to be gained by reducing qualities or weights any further, and manufacturers can not continue to sell at a loss indefinitely.

Silk Hosiery.

Speaking of silk hosiery, demands

for which have been a feature of the market this present year, one of the pioneers in this business tells us that a few years ago they started to manufacture a line of spun silk hosiery to sell at 50 cents a pair. This was one of the first lines of goods of a silk character ever produced in the world to sell at 50 cents a pair, and its manufacturers had a great deal of difficulty in convincing the trade that a silk hose could be made to sell at this price. Some time afterwards they started to manufacture silk hosiery from thread silk; that is, the same kind of silk that is used in the most expensive silk hosiery. At the same time this firm issued a wear guarantee of three months' for men's goods selling at \$2 a box of sixpairs and women's at \$3. The goods are sold direct to the retail trade only and not through the jobber. They are made with lisle tops and silk and lisle heel and toe. Of course, the wear guarantee is one of the biggest features of this line, as there are a number of other high-priced goods which are sold to the retailer and the consumer with the distinct understanding that their wear is not guaranteed.

There are lines of goods now offered in the market for sale to the consumer at 25 cents a pair which are advertised as silk, but it is hard to see how they can be made to sell at such a price. If it were hard for this manufacturer, a few years ago, to convince retail buyers that they could turn out spun silk hosiery for men's wear at 50 cents a pair, there is little chance of a manufacturer putting upon the market silk goods at 25 to 35 cents. Many retailers are now offering thread silk hose at 50 cents a pair, which in all probability are reliable goods, but there are cases where retailers are advertising thread silk hosiery for men's wear for 35 cents a pair; in fact, the Onyx brand of 50 cent goods are now being offered as low as 35 cents. It is hard to see how thread silk hosiery can be offered even at as low a price as 50 cents a pair. It is practically certain that manufacturers can not turn out women's silk hosiery of the thread variety to sell at 50 cents a pair and make a profit on them.

Practically the only line of hosiery which is selling freely at present is silk; even full-fashioned goods of the best class, both imported and domestic, made from cotton, are being supplanted by cheap silk hosiery.

Easily Explained.

"How does it happen that you have a beautiful bouquet on your desk every morning?"

"I happen to be a very good friend of a young lady who is permitting an old gentleman with lots of money to think she may some time consent to be his wife."

An Ambition.

"Roosevelt says it is his ambition to die on the field of battle. What is it your ambition to die on?"

"Well, I think I could die happy if I were to pass away on the coars of the fellow who stepped on mine a little while ago."

He Took the Tickets.

A bunch of old-time traveling men were visiting the other evening at a Topeka hotel, and talk turned on to courageous conductors "I have known."

A story was told on John Becker, for years a conductor on the Santa Fe. He was practically awarded the palm for being the bravest "con" who ever set foot on a through Kansas train in the old and perilous days.

One day, just after the Santa Fe had left Dodge City, Becker passed through the car to take up the pass-boards. Two cowboys had boarded the train at Dodge, and Becker went up to them and said, "T-tickets, please."

For an answer the cowboys whipped out big revolvers—the Colts blue steel brand, 44 caliber, and replied:

"Here they are."

"They're good," said Becker quickly, with a deprecatory wave of his hand, and he passed on through the car. The cowboys checked their "irons" back into their holsters and settled back comfortably, thinking that the train was theirs.

Becker walked on back to his little wardrobe at the front end of the next car, and unlocked it, took out a sawed-off double-barreled shotgun, loaded with slugs. He cocked both hammers—for it was before the hammerless automatic days—and, getting the gun properly placed in front of him, he marched back into the car where the cowboys were.

He stepped briskly in front of them and shoved the big gun into their faces, holding it at such an angle that a shot would have swept off the heads of both.

Then he said again, gently: "Your tickets, please."

The hands of the cowboys twitched convulsively toward their pockets, and Becker interjected: "Give me those tickets, please, that have handles, and shove 'em at me with the handles toward me—toward me, understand," he added, bearing down hard with the emphasis on "me."

The tickets came across, with the handles in the requested direction.

"Now dig up the coin," he demanded, "to the next station where we stop."

They dug.

"Now, at the next station you fellows unload. Understand?" The saw-

ed-off was still at a dangerous location, and the hammers still up.

The cowboys nodded vigorously in the affirmative, and they unloaded quickly and without words at the next stop.

Becker made no loss over the matter; did not talk about it at all. He just accepted it as a part of the lay's business, and seemed to see nothing in it that was extraordinary.—Kansas City Journal.

Not To Be.

He lay upon his dying bed.

He was an old man. He could remember back to the days when honest men sold honest goods and when men held office year after year without their honesty being questioned. He had lived to see the great change. He knew that even the medicine he was taking came from a trust and was a substitute. His time had come at last.

"Doctor, must I die?" he whispered.

"You must," was the reply. "Surely you will be glad to go."

"I would but for one thing."

"And what is that?"

"The Panama Canal is to be opened in 1915."

"Yes."

"And I wanted to hang on until that date."

"Have you any special reason?"

"I have. I want to see it all finished, and read in the papers how much graft there was in it for members of Congress."

But it was not to be. He died that same day. Even his widow and children may never read the figures.

Joe Kerr.

The wrinkles caused by worry are the result of worrying over something that worry could not help.

Vicksburg Clothing Mfg. Co.
Vicksburg, Mich.

Manufacturers of

"The Richardson Garments"

The Man Who Knows

Wears "Miller-Made" Clothes

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

Miller, Watt & Company

Fine Clothes for Men Chicago



Reflex No. 78 Corset

A long model of good quality Coutil. Back 16 inches long with full unboned skirt. Boned throughout with watch spring steel wires. Waist band fastened securely to the garment adds strength and permanence of shape. Trimmed with lace. Four solid web supporters. One of the best corsets in the market at \$4.50 per dozen.

Paul Stekete & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

We close at one o'clock Saturdays

YES, BUT HE DIDN'T.

Concerning the Incurable Disease of Egotism.

Written for the Tradesman.

There is no use whatever in giving a man treatment for egotism. It has been asserted that experience will cure it, but it is clear that a man who has the disease good and plenty never is cured.

There was Dunstable. He was born with it. His father was an egotist, his mother was an egotist. Listen to him, and the world wasn't much before the Dunstables began to mix on equal terms with the solar system. His full name was Alexander Garwin Dunstable. Garwin was the maiden name of his mother.

When Alexander Garwin Dunstable got to be 20 his father thought it was time for him to go out into the world and uphold the family name. Alexander was willing, although he asked the old man to make the job as easy for him as he could.

"Remember that you are a Dunstable!" said the old man, thinking that that memory would make it easy for Alexander to hold up the world, or anything or anybody else that came in his way.

So Alexander remembered that he was a Dunstable and went out into the busy haunts of men and looked for a job under William H. Taft, something which was remunerative without being assertive and degrading. He didn't land, so he went down to Lansing and suggested to the Governor that he could do a pretty good job of running the State. The Governor regretted that the people expected him to run the State, having chosen him for that purpose, and Alexander thought he'd get a job in a bank for the present, until he had shown the world what he could do.

Well, the long and short of it was that Alexander finally connected with a job as clerk in a grocery at seven dollars a week to start with. The reason why he connected with this job was that he was running short of car-fare. The brutal conductors made him pay as he entered, no matter whether he was a Dunstable or not. This was coarse of the conductors, and is another reason for the abolition of the pay-as-you-enter system.

Alexander went about his duties with the air of an uncrowned king. If you know of an uncrowned king in your precinct size him up. That is the way Alexander went about his work in the grocery store. The grocer himself is authority for the statement, and whatever the grocer says goes.

The grocer soon saw that Alexander was making the mistake of regarding everything customers said about the stock or the prices as personal to himself. He did not yet know that the hardest kickers are the best buyers when you get them tamed down. The grocer spoke to Alexander about this:

"Don't argue with customers," he said, "unless they try to give you bad money."

"But that woman said our beans were inferior," pleaded Alexander.

"Don't argue with customers," repeated the grocer.

"She said that I didn't know much about beans," urged Alexander, in defense of his conduct. "I'm not going to take abuse from any one."

"People who have money to spend," said the grocer, "just love to put on dog. Let 'em. When we get the money they'll be meek enough."

But Alexander was always looking for a slight. There was only one person in the world, so far as he was concerned. That was Alexander Garwin Dunstable. The world began the day Alexander Garwin Dunstable was born. It would end the day he died.

His brain was so small that it took it all the twenty-four hours of the day to think up things for the benefit of Alexander. He was so cheap that he never waited on a customer without wondering what that customer was thinking of him.

"Alexander," said the grocer, one hot day, "take those vegetables out of the window. They will melt."

So Alexander went to take the vegetables out of the window and stopped to chin with a girl who lived across the street from Estella. This girl liked to josh Alexander about Estella, so she told him how far Estella was gone on him until a customer came in and bought three cigars recommended by Alexander for a quarter, and the vegetables in the window were forgotten. That cost the grocer a quarter.

"You keep your thinker going," the grocer warned, as he dumped the wilted vegetables into the garbage can.

"I do," replied Alexander.

"Yes, you do," replied the grocer. "You keep it going along Dunstable lines. You never think of anything but yourself. Cut it out."

Dunstable agreed to cut it out, but couldn't. In time, say in millions and millions of years, Lake Michigan might be dripped dry with a pint cup and the water evaporated in the sun, but egotism is a thing you can't dip out or evaporate.

"Why didn't you wait on that customer instead of ducking out of the way?" demanded the grocer of Alexander.

"Because he irritates me," Alexander replied.

"Me and my and I!" snarled the grocer. "You are here to sell goods, not to gratify your whims or swell your head at the expense of customers. Cut it out!"

And Alexander agreed to cut it out, but didn't know how. In ten billion years all the sands of the seashore might be counted and strung on a string made out of the hairs of a horse's tail, but all eternity is not long enough for an egotist to forget to think about himself.

"Why did that customer leave so suddenly without buying anything?" asked the grocer of Alexander.

"He brought back a tin of pork and beans and said there was a hole in the tin," said Alexander.

"Was there?" asked the grocer.

"I don't know," replied Alexander.

"Why don't you know?"

"He acted as if I had given him the damaged goods on purpose, and I told him that he was cheap, and—"

"And lost a good customer! Now, look here, you do not enter into this thing at all. Understand? Whatever is said to you here means not you but me and the store. You are not in the minds of the customers at all. So far as they know, outside of the time you represent me, you do not even exist. If you think that people are caring what you think, you are mistaken. You are a nought. It is only when something is put with you that you count. Understand? Cut out this confounded egotism. Cut it out."

Alexander did try to cut it out. He thought how much better it would be for him if he could keep what he thought about himself to himself. But he couldn't do it. If all the forces of Nature were to be devoted for a million years to the milking of the self out of one narrow little, cheap little, ignorant little human soul, at the end of that time the task would be only just begun.

"He is forgetful," said the old man.

"He is so studious," said the mother.

"In time he will grow out of these faults," said Estella.

Yes, but he didn't!

It wasn't because he forgot. It wasn't because he was lost in study. It wasn't because he was sensitive. The trouble with Alexander was that he was saturated with egotism. You may train an egotist until the sun drops out of the heavens and leaves the earth whirling around like a ball without a string tied to it, until the moon is weary of listening to love sighs under the maples, but you can never, never make him understand that there is anything in the world so important as his own desires.

Alexander Garwin Dunstable did not long remain with the grocer. He swelled up and filled the store. He thought customers were doing business with him because he was waiting on them. He did not know how little he was in the minds of the customers, although, as has been shown, the grocer tried to explain that to him.

The modern salesman must obliterate himself. He must not argue with customers. If a buyer abuses him in the store the place to fight the buyer is up some dark alley in the dark of the moon, when the cop on that beat is eating pie in the kitchen of his best beloved.

The merchant who gets one of these egotistical clerks ought not to give treatment for it. He ought to take the afflicted one by the neck and chuck him out. It is one thing to be self-respecting and dignified, and it is another to gauge everything by the size of your own narrow soul. Preferences and likes and dislikes and all that do not work well in the retail business, nor in any other business.

Alexander is probably driving a dray somewhere, if he is not living off the old man. If he is, and a man comes along and says something about a sore on the horse's neck, Alexander will go up in the air on the supposition that the speaker said the words as a deliberate reproach to himself.

You may transplant an egotist, and

blend him, and send him to school, but you can no more cure the disease than you can drink up the Atlantic Ocean as a chaser.

Alfred B. Tozer.

A True Test of the Goods.

A proverbial saying is that the nearer the good things are to a person the less likely he is to take advantage of them.

Why is it that most large concerns all over this country find it such a difficult task to sell their goods at home?

If you go into our big cities, you will find thousands of people who have never visited the different points of interest which every outsider always makes it a point to see.

Go to Chicago and try to get one of your friends to take you out to the Stock Yards, and ninety-nine out of a hundred won't even know where it is.

Go to Washington, and you will find thousands of people who have never been in the Senate chambers or even to the White House.

If you go to San Francisco and care to see China Town, don't ask a friend to take you. He won't know where it is. Pay for a guide and you will see it.

While visiting New York, if you are interested in the methods of unloading the mammoth ships which daily wend their way in and out of New York harbor, and ask a friend to take you, he will laugh at you, and say that he can see that any day—but the any day never comes.

Why is it that so many of our noted musicians, artists and sculptors have died in garrets of starvation? The reason is obvious. Home talent is seldom appreciated.

When a great musician comes to your city to play, and you see the advertisements in the daily papers and on the bill boards, you all flock to him, and pay your dollar and a half or two dollars for a seat, but just let a man of the same ability who resides in your city try to do it, and see what happens. He will play for the Ladies' Aid Society, and perhaps get car fare out of it, if he is lucky, or, for the church bazaar, where he may possibly get a free sandwich.

It is an interesting fact that Paderewski tried to get an engagement in his home town, and, after a great deal of trouble, he secured it, for which he was paid ten dollars. The next week a Mr. J. W. White, of England, who was greatly inferior to the virtuoso, came to this town, and for the same service received one hundred dollars.

A great percentage of the world's discoveries have been made by people who saw the advantages from the outside and came in, and reaped the harvest. The great gold fields of California were left idle by the first settlers and were really uncovered by the people from the East.

The enormous silver mines of Chili rested unmolested by the natives until about ten years ago, when an American expedition found out the enormous value contained in the Chilean Mountains.

Washington Crisps

First in Quality First in Quantity

First on the Breakfast Table

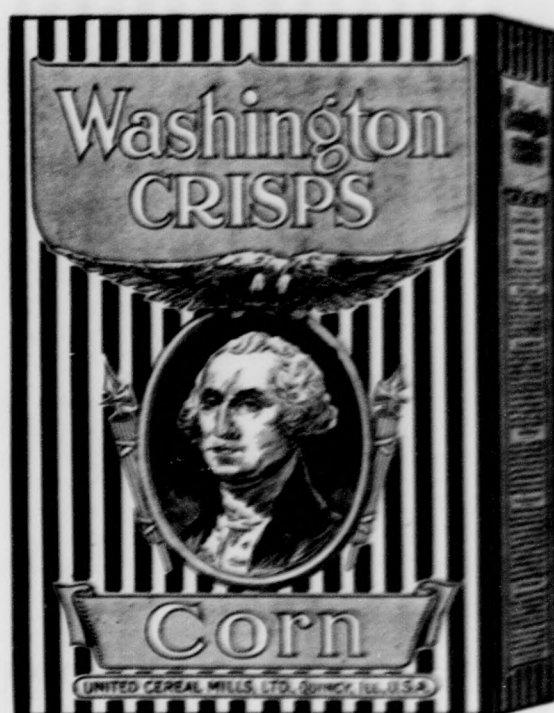
A Revolution in Cereals

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

THE SEED TRADE.

Some Facts About Its Growth and Development.

Written for the Tradesman.

While there has been great advancement in many lines of trade during the past quarter of a century, the seed business is certainly included with the rest to a considerable extent. There are several good reasons for the advancement in the seed trade:

First, we might mention the experimental stations which have been established throughout the United States, which have done a great deal to educate the farmer along scientific methods as to how to get the best results out of the farm. The Agricultural Department at Washington, D. C., has also contributed its share to the American farmer; it has put many thousands of dollars in his pockets. Twenty-five years ago such seeds that are now used in large quantities, such as alfalfa, dwarf essex rape, alsike clover, crimson clover, cow peas and sand vetch, were practically unknown. The demand for these seeds at the present time is no doubt the result of the experimental stations' work throughout the country. Farmers read more than they did twenty-five years ago and farming is done on a more scientific basis. Thousands of acres of land which were thought to be absolutely worthless are now being made to grow crops of almost any kind. These legumes, such as alfalfa and sand vetch, build up the soil so that land values have doubled and trebled during the last few years.

Only a quarter of a century ago such a thing as a seed store in Grand Rapids was unknown. Seeds that were handled at that time were dealt out by grocers and drug stores on the main streets of the city. The seed selling season would begin in March and continue to about June 1. Then seeds were carefully put away—trade was practically over for the year. At the present time the seed selling season begins in February and lasts into October. Farmers have realized that there is a great deal of money to be made out of seeds for summer sowing, and thousands of acres that used to lie waste a quarter of a century ago are now cultivated and produce many thousands of dollars. In times gone by one used to plant such garden seeds, as were necessary to raise plants, in a box near the kitchen stove. Little of this is done at the present time, for the reason that plants can be bought already grown by market gardeners of experience. In this way one gets better plants and does not have the trouble of growing them. Millions of plants are now grown by market gardeners in this community which are shipped all over the State of Michigan, as well as Indiana and Ohio. The demand for vegetable seeds, both in the city and country, has increased rapidly. This can be accounted for by the increased growth of the city as well as the country. On close observation the writer finds that the American people are getting to be almost as large consumers of vegetables as the

foreigner. It is also true that the demand for flower seeds has increased gradually during the last twenty-five years. People seem to take more pride in their homes, not only in the cultivation of the flower beds but in beautifying their lawns, which can only be attained by constant seeding. Grand Rapids is widely known throughout the country as the City Beautiful. No matter in what direction you may go, you will find well kept lawns, whether they surround the working men's humble dwelling or the mansion. All seem to be uniformly beautiful and well kept. Even the factory grounds, which were more or less of an eye sore, have been turned into beautiful small parks. Hundreds of acres of land in the city, made up of back yards and vacant lots, are now cultivated for the purpose of growing vegetables for the table. But Grand Rapids is not alone in this respect; the smaller towns throughout the State are following along the lines of this city, making their towns beautiful and making their vegetable gardens profitable. This movement of beautifying the city, and the farmer realizing how much revenue can be derived from the farm by using seeds that were practically unknown a few years ago, has brought about this increased demand for seeds of all kinds.

Going back to the farm again, we might mention the kinds of seeds for midsummer sowing: Fodder corn, dwarf essex rape, alfalfa, sand vetch, cow peas, crimson clover, turnip and rutabaga, millet, buckwheat, etc. Fall seeding with timothy and clover begins in August and continues until October 1, and which about terminates the seed selling season. The seedsman's work does not end here. In fact, it is just beginning, for the new crop must be taken care of and gotten ready for early shipments to the South. This work of filling wholesale orders to seed merchants continues all winter, until the home demand again begins for early spring. So the seedsman's life at the present is almost wholly occupied, even during midsummer, when the rush of filling orders is over. The growing seed crops have to be inspected. At the same time the salesmen are out for the purpose of booking orders for the following spring delivery. It is amusing when some people ask how the seedsman puts in his time during the long winter. One would be surprised if he dropped in a seed establishment to see the hundreds of hands busy with preparing and putting up packets containing seeds and getting them ready for shipment.

A quarter of a century ago a seed house equipped with a laboratory for testing seeds was practically unknown. Seeds were tested at that time, but not in a scientific way. It is possible at the present time to distinguish the variety before growth is fully developed. Such advancement in the testing of seeds has been a great help to the seedsman, as well as the whole community. It is very seldom one picks up a seed catalogue nowadays of a "circus bill type." A few years ago it was possible for un-



Are You a Troubled Man?

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

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

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

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

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



We Want Buckwheat

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

Watson-Higgins Milling Co.
Grand Rapids, Mich.

Evidence

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

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

"Purity Patent" Flour

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

"Purity Patent"

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

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

scrupulous dealers to thrive, but today it is impossible for a dishonest man to live very long in the seed business. This reform has not been brought about by seed legislation, but it has been the direct result of competition in the seed trade. For instance, a dealer knows full well that the better quality seed he can supply the trade the more orders he is apt to get. It has therefore been the seedsmen's sole aim to supply better seeds than his competitor if possible, knowing that it will increase his trade. Every reputable seed concern throughout the United States welcomes the right kind of seed legislation, for there are still a few unscrupulous dealers in the country who would not hesitate to sell anything, provided they could make it go at a low price, that might attract the innocent purchaser, knowing full well that they could not sell the same party again; but there is a sucker born every minute. It has been found by the Experimental Station at East Lansing that absolute trash has been offered for sale in Grand Rapids under the name of lawn grass seed, put up in attractive packages and sold for about one-third the price that good seed can be sold for. In some instances the sale of this trash has been stopped by the inspector, who served notice on such firms. Such legislation is good and every reputable seed house welcomes a law that will prevent the sale of such stuff. It is practically a detriment to any man to sow such foul stuff on his lawn, for the reason that what little seed germinates is more or less bad weeds, which are hard to eradicate when they once get a start in the lawn.

There might be a word said about seeds that are imported into this country: While the quantity, perhaps, is not so large as it used to be, still, it is absolutely necessary to import such seeds where the climate is most adapted for their culture, but, on the whole, seeds of finest quality can be and are produced in our own country. We are quite a large factor in the importation of various kinds of seeds, far in excess of our imports.

A word might be said about the mail order seed trade: While it is true that some large mail order houses continue to do a thriving business through their catalogue, it is a fact that the seed business has been steadily localizing itself. There is now not so much sending away 500 or 1,000 miles for seeds to be sent by mail as formerly, for the consumer can buy them from his own dealer. He can not only get as good at home, but can get more for his money. Consequently most of the standard seeds that are planted are more or less bought from the local dealer in the community where the sower of the seeds resides. Under such conditions the town, no matter how small it is, usually has one or more dealers who handle vegetables, seeds in bulk, as well as all kinds of field seeds for the farm. In this particular respect the evolution of the seed trade has greatly improved. Alfred J. Brown.

Men who mean no harm are not necessarily harmless.

Toledo Dealers To Blacklist Deadbeats.

Toledo, Ohio, May 30—The deadbeat can get no more credit from the retail merchants of the city of Toledo.

An organization known as the Retail Credit Association has been formed to drive this class of undesirable out of business. Hereafter anyone buying goods from any of the local retailers will have to be Johnny-on-the-spot when payment day comes around or he will get a black mark opposite his name and will be refused credit from other merchants.

The new Association has opened an office in the Spitzer with A. E. Alexander, formerly Assistant Secretary of the Chamber of Commerce, in charge. He is to be the Manager of the new organization, having resigned from the Chamber to accept the position.

Local retailers have in the past had access to several credit rating books, but they have felt the need of an organization which was owned and controlled absolutely by themselves. Membership in the Association is limited to legitimate retail dealers.

The officers of the new Association are: President, A. M. Donovan, President of the Toledo Fuel Co.; Vice-President, M. E. Nugent, of the Nugent Furniture Co.; Treasurer, Albert Neuhausel, of the Neuhausel Bros. Co.; Secretary, W. E. Irving, of the James Melvin Co.; Directors, the above and John W. Lewis, of the Lion Store, and L. H. Clement, of the Whitney & Currier Co.

"The Association was organized for the purpose of giving credit where credit is due," said Manager Alexander. "The man who intends to pay all bills which he contracts should not and will not be compelled to pay a higher cost to make up for the deadbeats. In order to give credit a store must have absolute and accurate knowledge of the person to whom they are extending this privilege.

"The only people who will have cause to fear the Association are those who do not pay their bills. Such persons the Association will vigorously fight. For the much larger class, those who intend to pay but are dilatory and reckless it will be an agency for good in that it will discourage extravagance and make people live within their incomes."

Finds It Difficult.

We operate a chain of stores in Atlanta, and one in Birmingham, Ala. It has been our experience that the chain store proposition is a very difficult one to manage successfully. First, it is very hard to get competent managers, and, then, it is difficult to practically instruct and enthuse the managers with the personality of the parent store.

Every large concern is more or less the shadow of the moving spirit in it, and, in this case, Dr. Jacobs, the founder of this business, has very decided ideas about conducting the business, and has introduced into his stores many novel and original ideas. These ideas have been very successful, but, as above stated, we find it

very hard to carry out the same ideas in our branch stores.

We find the most practical and satisfactory results are obtained by supplying the managers from the force of our main store—those who have obtained their experience in this way—but operating seven stores, as we do, it has, of course, been impossible to secure enough management timber in this way, and it has been necessary to go on the outside to secure several of our managers.

The chain store idea is a good one, particularly with stores which have an attractive line of toilet articles and proprietary goods of their own make.

We have not found any particular advantage in the chain stores as to buying. Formerly, when we operated three stores, our output was sufficiently large to warrant us in buying all the patent medicines and proprietary goods in the best jobbing quantities, and the increased business has only necessitated more frequent purchases. Chas. A. Smith.

Those who promise so readily fail as readily to fulfill.

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

Men acquire a taste for liquor and tobacco and women acquire a taste for olives and love.

Grasshoppers believe all they hear, and what they do not hear they take for granted.

WOLVERINE PAPER BALER IS SIMPLEST, STRONGEST, BEST, CHEAPEST

Write for price and catalog
Ypsilanti Paper Press Co. Ypsilanti, Mich.

G. J. Johnson Cigar Co.

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

The McCaskey Register Co.

Manufacturers of
The McCaskey Gravity Account Register System

The one writing method of handling accounts of goods, money, labor, storing. ALLIANCE, 6800

LANDSCAPE GARDENING A SPECIALTY
Grand Rapids Nursery Co.
A COMPLETE LINE OF
General Nursery Stock and Ornamental Shrubbery
Free Catalog to Visiting Merchants
Corner Monroe and Division Sts. (Westham Block)
Citizens Phone 2672
Grand Rapids, Mich.



Practically No Danger of Fire With a Handy Press

You see, with a Handy Press, all the loose paper is thrown into the press at night where fire can not touch it.

When the bale is complete, it is so compact you could hardly set it afire with a torch.

You have simply thrown away or burned hundreds of dollars the past few years in the form of waste paper. Why not employ the modern, profitable method and use a

Handy Paper Baling Press

Turns absolute waste into 100 per cent. profit.
Will pay for itself within a year, and with ordinary care will last a lifetime.
Comes in five sizes: \$40, \$50, \$65, \$75 and \$85.
We will send you one on 30 days' free trial if you say.

THE HANDY PRESS CO.
251-263 So. IONIA ST., GRAND RAPIDS, MICH.

ONE HUNDRED YEARS AGO.

Things Folks Went Without in Those Days.

A hundred years back may seem a long while ago, but when you remember that there are men living to-day whose fathers saw General Washington, a century does not seem so long a time after all. Up to the time of Washington, 100 years did not mean very much to the human race. The world moved very slowly. When Washington died, in 1799, people were using the same sort of appliances and doing the same things in the same way that they did in 1699 and even in 1599. In former years, if a man could have returned to earth at the end of 100 years, he would not have been very much surprised at any of the changes that had taken place during his absence. But if Washington or Franklin or even Thomas Jefferson, who died less than a century ago, were to come back to earth now, he would not know where he was. The world has changed more in the last 100 years than in any thousand years that have gone before.

To get some idea of the wonderful changes that have taken place, let us go back to Thanksgiving day in 1810 and note how many, many things our great-grandparents did not have which we have to-day. It will not only astonish us, but it will also make us realize how much we have to be thankful for.

In the first place, there was no Thanksgiving day in 1810, except in New England. It was only a little over forty years ago that the people all over the United States began to celebrate the day. Before that, if one did not live in Boston or very close to it, he probably would never have eaten a Thanksgiving dinner. Even those who were fortunate enough to live in New England did not have anything like the variety of good things for dinner that we have to-day. Of course, they had turkey and pumpkin pie and onions and cranberry sauce and potatoes; but they did not have tomatoes or corn or peas or string beans or beets or asparagus or any of the other canned vegetables that we are accustomed to eating during the winter months. There were no canned goods of any kind. There were no tin cans. Neither were there any cars to bring fresh fruits and vegetables—like strawberries and tomatoes and lettuce—from the South and from California. In fact, there were then no such places in the United States as Florida and Texas and California. They were all of them waste places or foreign lands. They belonged to England and Spain and France and Mexico.

Oranges, bananas, pineapples, grape fruit, olives, Malaga grapes and other tropical fruits which are so familiar to all of us, were never seen in the markets of 1810. Boys and girls of that day only heard about them from travelers or read of them in books.

Dinners were cooked in fireplaces. There were no ranges. There were no gas stoves; no oil stoves; no coal stoves; no cook stoves of any kind. Housewives had no baking powder,

no yeast cakes, no self-raising flour, no granulated sugar, no flavoring extracts, no ground spices, no cocoa, no bottled meats, no catsup, no prepared breakfast foods, no soda crackers, no macaroni. All the coffee had to be roasted and ground at home. Housekeepers then had very few of the conveniences that they have to-day. They had no running water in the house or stationary washtubs or clothes wringers or washing machines or wire clothes lines. Neither had they refrigerators or ice cream freezers or carpet sweepers or ammonia or borax or gasoline or moth balls or fly paper or fly screens. They had no matches, and they had no electric lights or gaslight, and no kerosene.

There were no sewing machines in 1810. All clothes were made by hand. There were no ready-made things of any kind; not even shoes or hats. Nearly every family spun its own wool and flax and made its own thread and yarn and cloth. The clothes for the boys and girls and the men and women were made at home. So, also, were the carpets, the candles, the soap, the mattresses and the chairs and tables. There were no furniture factories; no ready-made desks or bookcases or bedsteads or anything else. Such things as were not made at home were made to order by the shoemaker or the hatter or the tailor or the cabinetmaker. Clothing stores, shoe stores, hat stores, furniture stores, were unheard of.

In 1810 nobody wore rubbers. That was because there were no rubbers. There were no rubber goods of any kind—overshoes, waterproofs, raincoats, rubber balls, pencil erasers, hot water bags, or anything of that sort. There was no garden hose; no fire hose. There were no water mains; there were no fire engines. When a house caught fire men put it out, if they could, by throwing buckets of water on the flames.

Fireplaces were the only means of keeping a house warm. There were no furnaces; no coal stoves. Here and there a wealthy family owned a wood-burning stove, but that was a rare luxury. Steam heating and hot water heating were undreamed of. So, also, were kitchen ranges and hot water boilers. There were no bathrooms; there was no plumbing, and the towns had no sewers. Not only had they no sewers, but they also had no street cars. Even horse cars were unknown. All city travel was done on foot or by means of horses and carriages. If any one ventured out at night he carried his own light with him—a lantern with a candle in it—for there were no street lamps. Electricity and gas and coal oil had not yet come into use. The moon was the best light a town could have at night.

Of course there were no airships or automobiles or motorcycles in 1810. Neither were there any bicycles, nor any trolley cars, and there weren't even any railroads. The locomotive had not yet been invented, and the steamboat was being tried for the first time as an experiment.

All travel was done on horseback

or by stage coach, and those who crossed the ocean did it as Columbus did—in a sailing vessel. It was a three days' journey from Philadelphia to Washington. Now you can make the trip in three hours. It took nearly a week for a letter to go from New York to Boston—as long a time as it now requires to send a letter to San Francisco or to London, and the cost was six times as great. There were no postage stamps. The person who received a letter paid for it in cash, according to the distance it had come. There were no envelopes and no letter boxes. Letters were simply folded and the corners held together with sealing wax and the address was written on the outside of the letter.

As there were no railroads, news traveled only as fast as a horse could run or a ship could sail. There were no wires to carry messages, for there was no telegraph and there was no telephone. Consequently there were not many newspapers, and such as there were did not have much news to print. Most of them were issued only once a week, and such news of the world as they contained was from several days to six months old. All printing was done by hand on wooden presses.

The paper was made from rags. All the writing was done with quill

pens—the bony end of a feather plucked from a goose. There were no steel pens, no gold pens, no fountain pens, no manufactured lead pencils, no blotters, no typewriters. Pictures in books of persons or places were all made from sketches drawn by hand and engraved on wood. There were no photographs, no cameras, no kodaks. There was no such word as photograph. Those who wanted portraits of themselves were obliged to hire an artist to paint their pictures.

But we must remember that in 1810 our great-grandparents were perfectly satisfied and contented without any of these things. They thought themselves very well off with what they had, and those who observed Thanksgiving day made it a special point to offer earnest thanks to Providence for their many blessings.

Surely, therefore, if they could find cause for thanksgiving, how much more thankful ought we to be in the midst of all the blessings of the age in which we live.

And what will it be in 2010? Who can tell?—Clifford Howard in St. Nicholas.

The average man's idea of pleasure is to buy something that does not agree with him at a price which he can not afford.

No Measuring, Weighing or Wrapping

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

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

NATIONAL BISCUIT COMPANY

The Efficiency of the Salesforce.

The subject that I have been asked to talk on is the same thing I have been trying for years to solve—how to manage salespeople successfully in a retail store.

The first thing I found out was that the efficiency of the salesforce is no greater than the efficiency of the management. Salespeople breathe the atmosphere of their surroundings. You can not hire a man and tell him you want him to stand on tip-toes and jump on every customer as soon as he enters the store and hang onto him until he has every cent of his money, and then go over in the corner and sit down and expect him to do as you say.

The manager of a retail store must be capable of doing all that he expects his salespeople to do. He must be a salesman himself in order to make salespeople out of those under him.

The retail merchant deals directly with the consumer. He must convince him that the goods he is selling are what the consumer wants and that they are best adapted to his needs. He must have his attention, get him interested and keep him interested until the transaction is closed. The same applies to the salesforce. Their attention and their interest, in order to be of service to the customer and a business builder for the store, must be in their work from the time the store opens until it closes.

To run a retail store successfully you must have certain rules and regulations, and everyone employed in the store must know them and live up to them. No business can be conducted in a haphazard manner and be a success.

About three years ago we started a school of instruction on salesmanship, how to demonstrate our goods and how to be of service to customers outside of merely handing out the goods and taking the money for them.

The customer judges the store by the goods for sale, by the general appearance of the store, whether it is neat and clean, or untidy and dirty, and by its reputation for fair dealing, and most of all by the service he receives at the hands of the salespeople.

In my opinion the salesman in a retail store comes pretty nearly being the "whole works," as far as building trade is concerned. He is not only the salesman, but he is also the advertising man, the proprietor and everybody else in the customer's mind. He is the one who comes in direct contact with the customer. If he is a business-builder he will be of service to the customer. His manner and knowledge of his business will advertise the store so that one satisfied customer may be the means of bringing many more, because everyone has friends.

I am sorry to say that it is not very often you have the pleasure of dealing with a real, live, up to date salesman. I mean by that that there are many more who do not take an

interest in their customers than there are that do.

It is easy to get your salesforce enthused, but to keep this enthusiasm up there must be something more for them to work for than a mere salary. Sometimes salespeople get the idea that they are at the top and can gain nothing by working any harder than they are doing. We have found that special prizes for the greatest number of sales, or for the best stock-keeper, are very effective.

If the salespeople in a retail store individually and collectively have the ambition and ability to get to the front, there is nothing that will keep a business from growing by leaps and bounds, taking for granted that the merchandise is up to the standard.

G. A. Lindke.

The Careless Methods of Handling Crackers.

As the warm weather approaches the demand for crackers will increase, and these goods should now be prominently displayed. Grocers lose a good deal of the cracker trade which they are entitled to through the general careless manner in which the goods are shown and packed. Although packages form the greater part of the cracker trade at the present time, still there is a large amount of bulk goods sold. It is in the handling of this latter class where the average dealer falls down. Few things cause the housewife more dissatisfaction than to receive a parcel of crackers all broken up. It is a mistake to throw crackers indiscriminately into a bag, especially if they contain much sugar or are easily broken, such as Arrowroot, Afternoon Teas, Abernathy, Vanilla Bars, Marshmallow Dainties, etc. They should be carefully placed in the bag to prevent breakage or crushing. The little extra time required to do this will be repaid in the satisfaction of the customer. Another thing the dealer should avoid is overstocking so as not to have stale goods. Customers receiving stale crackers form a poor opinion of the grocers' general business methods.

The cracker end of the business is a paying proposition if it is properly looked after, and it is surprising that so few grocers give it the attention it deserves. The variety of crackers is so large that the dealer may never be at a loss to present something new to his customers. People like to trade at a store where they can obtain some novelty in the form of foodstuffs. There is a delicious cracker used in South America called meat biscuit or hallaka. It is a kind of tamal, made of corn flour, small white beans and chopped poultry flesh, the whole mildly and appropriately spiced. It is made up in a couple of big banana leaves, tied and boiled intact. It is much used in Latin America by travelers and tourists on the Orinoco and Amazon and in the interior. It is appetizing, a simple, pure food and will keep for months in a cool place. Small quantities of this cracker are imported for the use of many of the South Americans living in New York, and also transients from Latin America

staying at the big hotels. It is preferably eaten cold, but may sometimes be advantageously warmed up in cold weather in an oven, or by immersion for a short time in boiling water. Although this cracker is not generally used in the United States it only goes to show how popular is this form of food in all parts of the world. Crackers or biscuits are simply different forms of bread put up in convenient shapes and speed. Look after the cracker business; it is a growing and profitable branch of the trade.—Trade Register.

Didn't Mention It.

On one occasion an English gentleman called to see Lord Westmoreland on particular business. He was at breakfast, and, receiving him with his usual urbanity, asked the object of his visit. The gentleman said that he felt somewhat aggrieved, as he had brought an official letter of introduction to him from the foreign office, and, having learned that his lordship had given a great dinner the night before, was surprised and hurt at receiving no invitation. Lord Westmoreland exclaimed, with his usual heartiness: "God bless me, sir, I am really quite distressed. I think I received the letter of which you speak. I will send for it." Accordingly, the letter was brought to him, and, on reading it, he said to the stranger: "Ah! I thought so. There, sir, is the letter; but there is no mention of dinner in it," on which the gentleman arose and backed out of the room in confusion.

The Dainty Dutch Delicacy



Made in Holland by Holland bakers.

Has the Holland quality of all high class Holland baked goods.

Good for breakfast, lunch, dinner.

Good with jam, jelly or cheese.

Good with milk or cream.

Good with a poached egg.

Good with strawberries and other fruit.

Good with coffee, tea or any other drink.

Good for infants or children. Good for the wane family.

Good in a hundred ways.

We employ no saccharine. 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.



IT PAYS

SHREDDED WHEAT is one of the best paying food products you can handle, not only because you make a good profit on every sale, but because it's a steady, all-year-round seller. Our extensive magazine, newspaper and street car advertising, demonstration and sampling, have made **SHREDDED WHEAT** better known and easier to sell than any other cereal food. Thousands of visitors to Niagara Falls pass through our \$2,000,000 millit factory, to see **SHREDDED WHEAT** being made and tell friends and neighbors of its cleanliness and wholesomeness. **SHREDDED WHEAT** is flavorful, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to push.

Shredded Wheat



How To Handle Safety Razors Advantageously.

So far as I know, nobody has ever undertaken the work of collecting and arranging the many important buying and selling points in the profitable marketing of safety razors. When I first took my pen to it I had but a vague notion of what was coming, but as I wrote on I became interested, ideas took shape, facts were gathered, a sort of plot developed itself and gained substance. The thing somehow got a beginning, a middle and end, and here it is:

Are you making any money selling safety razors? Could you make more? If you are not making money handling safety razors, why? The man who takes up any specialty line because it looks like easy money and who is without the necessary knowledge or the intent to apply himself to master that business is going to fail. There is plenty of room in the retail hardware business for good specialty men. A good specialty man to me means a man who not only knows the difference between a good razor and a poor razor, but who has the art of selling and ability to make others buy.

A good specialty man can lead others in any retail business, and success in the safety razor business from now on is principally a matter of selling. It is a matter of making everyone that needs a safety razor have one. There are thousands and thousands of people who need safety razors. A good specialty man can make this large need look like a demand.

Demand Unlimited.

Ask the owner of a good safety razor—having been induced to buy and use one—would he do without? Thousands who are now needing safety razors but who may not know it will feel the same way when they own and use one. There is no gamble in the purchase of safety razors if you use good judgment. The merit of safety razors is easily analyzed and easily understood; there is really nothing mysterious about their make-up or about their operation.

There are millions of old-style razors in the country that ought to be replaced by safety razors. Educate young men in the difference. Explain the convenience, utility and sanitary features of the safety over the old-style—give the reason why. There is room for considerable creative salesmanship in the profitable exploitation of these goods. What right have you to expect a man to buy a safety razor? What is there about a safety razor to induce a man to use one? What feature is there in safety razors to get

people to purchase them? Tell these things and tell the hundreds at your store door. Talk safeties, of course, and arouse the shaving spirit of your town, but do something besides merely stocking the goods.

Investigate Your Field.

The hardware dealer who is keen for quality; the discerning buyer who recognizes merit when he sees it, who does not mistake price for quality; the man who gets at the facts, who does not take the first smooth salesman's "say-so" for it; first looks over the field and then determines by comparison and enquiry just what safety razor nearly fills his local trade requirements, then buys that particular safety razor that he believes will best meet his needs. Treat the stocking of safety razors just the same as you would any other specialty. It is, after all, the only safe way.

It may well be said that something like a revolution is in progress in the razor industry, owing to the growing popularity of the safety razor. For many years the sale of safety razors was chiefly restricted to persons who had not been able to shave themselves successfully with the old-fashioned razor. With the constant and steady development going on and the improvements being made to-day, anyone can use a safety without risk of damaging his countenance. The modern safety razor is so simple and can be so easily manipulated that to-day for achieving a successful shave no special skill, practice or even a steady hand are needed. As a result, apart from the fashion of going clean shaven, the proportion of persons who now use safety razors is greatly in excess of what it was five, four, three, two, or even one year ago.

The observations here laid down apply to safety razors of all makes. By a careful analysis of them your next stock purchase will certainly be a safety razor of quality and merit and worth its price. Of course, not every line of safety razors possesses these points, and the wise choice of the line has a great deal to do with the success in building up a permanent business; yet, considering the margin of profit to be made, the volume of repeat business on razor blades will certainly make it worth your while to carefully study and analyze the line you intend to stock and sell.

By Whom Made.

Look up the concern back of your razor, its standing, reputation, size and business dealings—that is the safety razor guarantee that makes you safe. Be sure the maker you patronize is thoroughly reliable and that the safety razor you buy is in

no sense experimental. By a little enquiry you can readily learn what success they have had in the marketing of the razor offered for your purchase. The actual performance of the razor itself in the hands of the owners is one of the best guides to follow in your purchase. The cost of new blades—their quality and upkeep—is another good guide to go by. Remember that safety razors are not like most purchases in that the relations between buyer and seller do not cease when the sale is made, but practically only begin then, on account of the future blades the user is obliged to purchase.

Quality of the Blade.

Razor steel, such as is now generally used, is composed principally of iron, carbon, and in some cases a very little manganese. This gives the quality of hardness but does not give toughness or resiliency, both of which must be present. But with toughness and resiliency added, the hardness or brittleness disappears entirely and the cutting edge of your razor is permanent and lasting.

The steel that is very hard and brittle, if it is not tough and resilient, gives you a razor blade with teeth like a saw, so you saw off your beard instead of cutting it off, and as these teeth are but loosely joined together, some of them break off as soon as you begin to shave. That makes a notch of a different size and the razor begins to pull. It begins to pull out your beard instead of sawing it off, just as a carpenter's saw with some of the teeth gone rips through a board instead of sawing through it. It is these teeth which give the smarting, burning sensation when shaving. An edge of this kind often draws blood and does not cut the hair, because the hair is drawn between these teeth and pulled out instead of being cut off. Of course, the various grades of blades look alike, although the real difference in

quality is legion. You must depend upon the reputation of the maker. For a casual glance will not reveal the grade or quality of steel.

Simplicity and Cleanability.

That it is an advantage for a safety razor to be simple is obvious. The method of inserting the blade should be both simple and easy. The simpler the razor is, the less is it liable

Acorn Brass Mfg. Co.

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Makes Gasoline Lighting Systems and Everything of Metal

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating
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The HIGH GRADE PRESERVATIVE



ATTENTION PAINT USERS

DON'T 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. OUR BOOKLET TELLS WHY. ASK FOR IT.

This paint is unequalled 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 leaky built-up gravel roofs and for use on anything requiring a preservative paint.

Owing to its adhesiveness it is the only paint to be relied upon for patching leaky roofs with muslin or cheesecloth. Write to-day for full particulars. Mfd by E. J. KNAPP & CO. BELDING, MICH.

WHEN IN TOWN

MERCHANTS WEEK

MAKE OUR STORE YOUR HEADQUARTERS

CLARK-WEAVER CO.

32-38 S. IONIA STREET

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Wholesale Hardware



10 and 12 Monroe St.

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31-33-35-37 Louis St.

Grand Rapids, Mich.

to get out of order. It will shave more smoothly; friction and wear will be less because of fewer parts. The average person buys a complete safety razor not more than once or twice in a lifetime. Simplicity—durability, service, easy cleaning—is therefore a vital consideration.

The buyer wants to know that his safety razor is strongly built; that it will last and do the work expected of it. Some safety razors are so intricate that they break down at the least strain. They are not built for hard usage. Others are short-lived because they are cheaply and hastily put together or because wrong in principle.

General Appearance.

Any merchant can tell the general character of a safety razor by its appearance. The appearance or style of your safety razor is important, for first impressions are strong. The first glance at a book decides our opinion of the author; the first look at a face often decides our opinion of the man. In the same sense that "style is the man," the first impressions of the razor you are selling are lasting.

Where slipshod work appears, that razor is to be avoided. Design of the holder and frame, its finish and case unmistakably mark the high-grade razor, but above all else is quality. The very finest material throughout is essential, but the best material alone will not bring a razor blade to a high state of shaving perfection. The most skilled workmen are absolutely necessary to mold the material into the perfect shaving device.

Advertising and Demand.

Advertising, demand and quality make satisfied safety razor customers. If you would succeed, Mr. Merchant, do not stock an unadvertised, unguaranteed safety razor, for which you must create the market alone and unaided. Just stop and figure it out for yourself. Ask yourself if it had not been for advertising, what would the safety razor trade amount to to-day? I say advertising has successfully established safety razors in a way that ordinarily would have taken at least twenty years.

In selling any product you must first find your customer. In every line of business the seller looks for the buyer and tries to reach those who can afford to buy his wares. Therefore, modern advertising is nothing more than a "short cut" between seller and buyer. Your customers know and read about advertised safety razors. The advertising has, therefore, done this much of the actual selling for you. Then it lessens the introductory work of the salesman, thus saving time and enabling him to make a greater number of sales.

Know Your Razor.

If you do not already shave yourself, I would suggest that you take a sample of the safety razor you are selling and begin at once. If you are shaving yourself with any other kind of razor, you should try your safety so as to be able to talk about it from your own experience. Only in this way will you become thoroughly familiar with it. If you take hold in dead earnest you will become enthu-

siastic about it—you will begin to like it—thoroughly understand it—and have so much confidence in it that you can not fail to talk, show and demonstrate it in a way so that you can easily make sales and more sales.

Furthermore, if you get into the habit of shaving yourself, taking out and putting back the blades, you will soon learn to handle and demonstrate your safety like an expert. Do you know, there is all the difference in the world in the way you handle and demonstrate a safety razor? If you learn to take it apart and put it together quickly and easily, without any apparent effort, you will convey a good impression to your customers. On the other hand, if you are awkward and clumsy about it, and let the blade drop and are slow in taking it out and putting it back, you will certainly create an unfavorable impression to the trade.

The way for you to properly manipulate a safety razor easily and quickly is to shave with it constantly, and even if you do not want to use it, I urge you at least to take out and put in the blades often enough to learn to do it well and thoroughly, in a way that will cause your customers to take favorable notice.

Learn the Demonstrating Game.

Let us now consider the practical salesmaking demonstration on safety razors. It should contain, first, a good, attractive razor which wins the prospect's attention and prompts him to go further into its usage and merits. Second, description and explanation which gains his interest by featuring the merit and satisfaction of the safety razor in his own mind. Third, demonstration or proof which creates desire for the razor by showing its value and advantage. Fourth, economy and convenience, which gives him a particular and extra reason for buying your safety razor. And last, but not least, the trial offer, which makes it easy and safe for him to buy and prompts him to act at once.

You can sell safety razors and more safety razors if you will study their features, learn to demonstrate them, to talk them and show them, and put yourself earnestly and enthusiastically into the work.

Selling Talk.

If I were a salesman behind a counter and wanted to sell you a safety razor, I would talk to you something like this:

"Now, Mr. Jones, I want to show you a brand new shaving device. It is a device that I consider the best safety razor I have ever come across in all my life. Before stocking this razor, I investigated all other safety razors carefully, and I honestly believe I have now secured just the safety razor for the average man like yourself, who does not want to be bothered with the extra trouble of keeping an old-fashioned razor in condition.

"You will enjoy a shave with this razor because you can shave in less time and with more freedom. You can shave clean and close and there will be no irritation, no hot, feverish skin, because this razor leaves

your face cool, fresh and clean.

"This safety razor is guaranteed to cut any beard that ever grew. You can go into and clean up all the corners with this razor. The corners of the blade are so protected that you can not cut or gouge your face. If necessary, you can even shave the back of your neck, and, all in all, I consider it the most perfect device and scientific safety razor ever devised for taking the beard off the face.

"It is in every sense a safe, handy, ready razor, always convenient for instant use. No care of the blades is necessary, no honing or stropping. It is perfectly simple in construction, easy to clean; just a single movement releases or inserts the blade. The holder, you will notice, is all in one piece. There are no parts to adjust, nothing to learn, nothing to get out of fix or order.

"Every stroke of this razor gives comfort and satisfaction to your face. It does not matter whether you have a thick beard, a tough beard or a blue beard, this razor will cut it clean without irritation and without that uncomfortable burning sensation.


"Let me show you how this razor works. I want you to notice the hang and angle. Notice particularly the angle at which you would naturally place it against your face is the angle at which it shaves with the greatest comfort and ease. Then it also has the added advantage of a safety guard which permits of the slanting stroke without the slightest danger of cutting your face. Never make the mistake of pulling straight

down—use a series of slanting strokes, diagonally back and forth. This motion of the razor cuts the beard rapidly and cleanly, yet never scratches and never pulls. Now, examine the blades—notice they are wafer-thin and will take an edge so sharp, a temper so hard and tough that no cutting implement has ever been known to compare with it. This insures their cutting the heaviest beard easily and quickly, and every blade will shave the average man from ten to fifteen times."

G. H. Diebold.

Give any man half a chance and he will say something he will regret later.

ABUNDANT LIGHT AT SMALL COST



THE AUTOMATIC LIGHT. Operated the same as electricity or city gas. No generating required. Simply pull the chain and you have light of exceeding brightness. Lighted and extinguished automatically. Cheaper than kerosene, gas or electricity. Write for booklet K, and special offer to merchants.

Consumers Lighting Co., Grand Rapids, Mich.

Snap Your Fingers



At the Gas and Electric Trusts and their exorbitant charges. Put in an American Lighting System and be independent. Saving in operating expense will pay for system in short time. Nothing so brilliant as these lights and nothing so cheap to run.

American Gas Machine Co.
105 Clark St. Albert Lea, Minn.
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Michigan State Agents
66 N. Ottawa St. Grand Rapids, Mich.

Near Wayne County Bldg.



A. T. Knowlson Company

WHOLESALE

Gas and Electric Supplies

Michigan Distributors for
Welsbach Company
99-105 Congress St. East, Detroit

Telephones, Main 228-229
Ask for Catalog.

DEALERS' PRICE LIST

F. O. B. Grand Rapids, Mich. April 17, 1911. Prices subject to change without notice.

Corporal Brand Rubber Roofing		
1 ply complete, about 35 lbs. per square	\$ 75
2 ply complete, about 45 lbs. per square	95
3 ply complete, about 55 lbs. per square	1 10
Weatherproof Composition Rubber Roofing		
1 ply complete, about 35 lbs. per square	\$ 85
2 ply complete, about 45 lbs. per square	1 05
3 ply complete, about 55 lbs. per square	1 25
Weatherproof Sand Coated		
1 ply complete, about 35 lbs. per square	\$ 90
2 ply complete, about 45 lbs. per square	1 10
3 ply complete, about 55 lbs. per square	1 30
Acme brand wood fiber sheathing per mill	65
Tarred Felts		
No. 1, 22 lbs. per 100 square feet, per cart	\$1 40
No. 2, 15 lbs. per 100 square feet, per cart	1 00
No. 3, 12 lbs. per 100 square feet, per cart	1 00
Stringed felt, 22 lbs. 250 square feet, per mill	87
Stringed felt, 44 lbs. 500 square feet, per mill	87
Slaters felt, 30 lbs. 500 square feet, per mill	80
Tarred sheathing	65
Rooin Sized Sheathing Weatherproof Brand		
Red No. 20, about 20 lbs. per mill 500 square feet	\$ 75
Gray No. 20, about 20 lbs. per mill 500 square feet	75

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



Advertising Advantages of Certain Shoe Lines.

The shoe store of to-day, in order to do its share of business, is compelled to carry a large variety of styles. The fact that the public's taste and its requirements vary so greatly makes this absolutely necessary.

Take a men's section, for instance; one has to cater to dozens and dozens of tastes, fancies, ideas and whims.

There is the young fellow, possibly a college chap, who invariably wants a shoe full of snap and ginger. "Give me something that's entirely new and totally different," he will say. Then, there is the customer whose taste is more subdued; one who wants comfort and style combined.

Another does a great deal of walking; "give me a shoe that is comfortable; the deuce with style," is his slogan. The straight last, or the full toe will appeal to him every time.

Again, we have the man who suffers with "flat foot" or broken down arches; he wants a shoe to brace his foot, one that has an invisible arch support.

Another is annoyed with perspiring feet and wants a shoe that affords ventilation.

The elderly man wants the old style Vici kid, plain toe bal.

There are any number of other styles that could be mentioned; some are freakish and others are plain staple lines. However, the majority of medium size and larger stores carry practically the same styles. They are not made by the same manufacturers, but are nevertheless very much alike.

But how many retailers are there who really feature and call special attention to the advantages and merits of certain shoes? Very, very few.

Ninety per cent. of retail shoe merchants are apparently satisfied to place their shoes in the window without calling special attention to the advantages of this shoe, or the practicability of that one.

How is the window gazer, or the prospective customer, to know all the good points of certain shoes, if you do not call his attention to them by means of well lettered cards?

The average shoe window is trimmed with seventy or eighty shoes (tenpin style), one directly back of the other. This is the usual mode week in and week out, especially if the store boasts of only two windows. By this method one shoe has as much prominence as another; in other words, they all look more or less alike.

The up to date stores are gradually awakening to the fact that this style

of display becomes very monotonous to the eye, and naturally does not give the best results.

If you are a believer in the old style of displaying all shoes alike, without calling attention to the advantages and good qualities of certain shoes, you are wasting valuable window space. The sooner you discard the old style and use some clever arguments in displaying your merchandise, the sooner will your sales increase.

Now, a merchant would hardly insert the same newspaper advertisement two successive days; then why should he use the same style of window trim for months and months?

Add some spice and ginger to your displays; make your windows more effective. Break the monotony and sameness of the displays by using a small portion of your window, say a corner, or a small space in the center, select a good style shoe, one that is in demand, use four or five of the same style and concentrate them into a little group, showing each shoe a little differently so as to effectively bring out all of the lines. Give the shoe a catchy name, one that is synonymous of the style. Emphasize the merits of that shoe and tell of its advantages. You can easily do this by using a neat, well lettered card.

Let the name of the shoe suggest something that will emphasize the merits of that shoe.

If you are to feature a shoe with a broad tread on a straight last, name the shoe the Eez-Zee, or the Chiropodist, or some other appropriate name, and let your card tell why a man can walk miles and miles in perfect comfort.

If you feature a snappy college shoe, call attention to the high arch and heel, or the newness of the knob toe. Have the lettering on the card convey the good points of the shoe just as the salesman would, only the card must be more concise and to the point.

The card should impress the man who looks at the shoes just as much as the argument the salesman uses in selling them. It should be attractive and lettered in plain neat type. If it is a well executed card it will excite interest and be convincing.

Dark cards lettered in white and shaded in black are very effective. If possible, get a picture of the shoe you want to feature and paste it on the card. This adds considerably to the attractiveness of the card.

The effectiveness of the little group depends a great deal upon the card. But, of course, the shoes must look inviting.

By using a small group of shoes and changing it about every week you will add 100 per cent. to the attractiveness and selling power of your windows. The public is always interested in something new and different, and this little group will prove to be the magnet that attracts. Get the people accustomed to looking for the group by changing it every week.

For the artistic or finishing touch use a couple of light colored skins, or drape a few yards of silk. This will make the "group" stand out more prominently.—Geo. H. Lackner in Shoe Retailer.

Sometimes you can't tell whether a man really has courage or merely gall.

It does not take much religion to tell other people how to get to Heaven.

There are some people who ought to keep their reputations on ice.

Mayer

Honorbilt

Fine Shoes
For Men

A SNAPPY LINE

Detroit Rubber Co.

WHOLESALE OF
RUBBER FOOTWEAR
DETROIT.

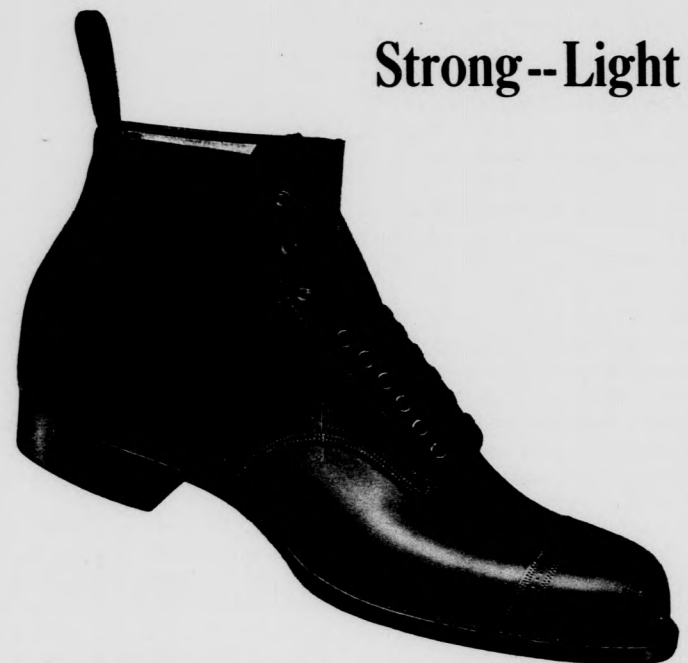
Don't Be Deceived

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



Strong--Light

One of our Rikalog specialties that wears well in damp weather.

Strongly made from fine textured black chrome leather. Men's and Boys' sizes.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

Who Is To Blame for the Freaks?

How many shoe stores can show that they have not too many different styles on hand? The writer is strongly of the opinion that they would be few and far between. You have too many different styles and not enough sizes on the sellers, and your money as well as your store space is used up with the great variety of creations that the past few years of business depression has influenced the shoe manufacturers to put on the market, to stimulate the business, and the retailers have been "easy marks" to buy them.

The good staple styles are down and out, of late, so to speak, on account of the new fads of recent design. Many of these styles are good only for one season and you know it is impossible to clean out an entire line, or numerous lines, each season. Therefore they must be sold at a loss.

Back Numbers Hard To Move.

Do you realize that it is very hard to dispose of shoes that are not considered the latest style, even at a big reduction in price? Customers are more exacting in buying shoes at a genuine sale price than they are during the regular price season.

They seem to be suspicious if every minute detail in the construction is not near the point of perfection, and demand another pair to select from, they requiring just as much time to fit them or more than at the regular price, besides they are likely to want them sent express paid, in some cases returning them for an exchange or refund, although customers should be given to understand in advance that no exchange or refunds are possible when purchases are made at sale prices. This may sometimes result in the loss of their future trade.

Customers Demand Novelties.

The public is getting so wise that it is very hard to sell a shoe made on a previous season's last even if the value is genuine, which leads me to say that the shoe business is approaching the millinery business, for many customers have ideas of their own consisting of combinations in leathers and fabrics on different lasts and various patterns.

It often happens that when you show a customer some freak shoe such as asked for he will not buy it, and if you had not had the style to show, you would have considered it a sale lost. With a few cases of this sort you are led to order several lines to meet the apparent demand, and this is what the retailer has been doing, and why nearly every dealer is loaded up, more or less, on undesirable goods; his position is becoming more complex as some styles seem to change over night.

Progress of a Doubtful Kind.

I believe in progress, but too much of this kind of style-progress of the past few years is dangerous.

You all know that the more lines of shoes you order each season the more broken sizes, and the greater number of odds and ends you will have on hand. When you try to dispose of them at your semi-annual sales at a big reduction, the fact that

you have offered them at a sacrifice does not increase your good selling sizes. If we could do business on comparatively few good, reasonably staple styles, and buy lots of the good selling sizes, how much better you could show them up in your windows, how much easier to keep your stock sized up, and to add new, clean lines from time to time. Consider the increase this would mean to you in profits.

Last Makers and Manufacturers.

As a retailer I am not trying to avoid any just responsibility concerning too many styles in shoes; and I wish to state emphatically that I believe the shoe manufacturers and last makers are to blame to a very large extent for the conditions as set forth in this article. Some manufacturers started to make radical styles and the other more sensible, conservative men had to follow suit in order to get the business that had been created on this sort of footwear, that is as uncertain as questionable stocks bought on a margin. I have no doubt that the factories' cost for new patterns and lasts in the past few years would astonish most of us if the figures were available.

Danger in Radical Freaks.

Many of the recent styles are so freakish that it will be almost impossible to sell them at any price near their invoice value, being so radical in designs that they would be refused even by a blind person.

The chief public topic of late is the "High Cost of Living." What has helped bring this about, any more than some of the conditions I have set forth in this letter? Satin shoes have sold for good prices, and what other material will give less wear or poorer satisfaction? Yet people who could only afford one pair of shoes at a time have bought them, when a leather shoe would have been more sensible and more in keeping with their financial circumstances. Then they complain of the hard times and high prices!

Fewer Lines, More Sizes.

I believe it is for the interest of every retailer as well as the public in general (and incidentally the manufacturer) for every buyer in placing his orders for fall and winter shoes to use special care to see how few different styles he can buy and still not seriously interfere with a reasonably conservative, yet progressive shoe business.

Having reduced the number of lines to a minimum, it will place you in a position to buy heavier on the best selling sizes. This will result in cleaner stocks and better profits, also greater satisfaction all round. Rather a hard proposition you will say, but we must meet it and face the facts sooner or later as they exist and work out our own salvation before we get any deeper into the mire of too many styles.

I hope that the manufacturers will co-operate and discontinue putting out styles that are so short-lived, and are the cause of so much dead stock throughout the country to-day. I have the best interests of the shoe trade in mind in thus speaking, and if

my ideas are radical or wrong I am willing to be shown and would gladly receive suggestions.—W. W. Wilson in Boot and Shoe Recorder.

The Shape of the Bottom.

A practical shoe retailer makes the following remark, as reported by a contemporary:

"I do not level bottoms of old shoes. I believe that the inside is already correctly shaped to the individual foot and I am afraid that in leveling the outside I will destroy the shape of the insole."

This is a good idea; but why don't shoe manufacturers get at the job of shaping bottoms in the first place, instead of leaving this much of the last- ing to be done by the wearer? That

is one of the improvements in shoe manufacturing that is bound to come.

The upper part of the last receives all the attention at present. The manufacturer who pays a little more attention to the bottoms of the last will have a mighty good talking point—one that has solid merit.

Salesmanship.

"I'm afraid these shoes will not be big enough for me," said the lady customer, after she had with much difficulty and considerable help succeeded in getting one of them on.

"But see how nicely they show off your beautiful arched instep," said the clerk.

"Ah! It feels perfectly comfortable now. You may send them out please."

"SIMMOMS SHOES WEAR LONGEST"



**SIMMONS BOOT & SHOE CO.
TOLEDO, OHIO**

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.

RADIANT JUNE.

It is a Convenient Month For Several Reasons.

Written for the Tradesman.

June, radiant, verdant, beautiful June—middle month of the year and the fairest of them all—is with us again!

June is suggestive of verdant fields and full grown petals, of cloudless skies and limpid streams.

In June the barefoot boy hies him forth with a long cane pole, a cork bob and sundry accessories in the way of juvenile fishing tackle in quest of the conveniently voracious catfish.

June is notable for roses, weddings, commencement exercises and unwanted social activities. In June the pent-up forces of life break out spontaneously, riotously, exultantly. Even chronic shut-ins venture out for a sporadic gulp of June air and a blood-oxygenating dash of June sunshine.

March and April are prophetic of summer, while May speaks yet more pronouncedly its coming; but June—consummate, florescent, lissom June—is the real goods. In June the earlier tang has disappeared from the air, and there is a satisfying quality in the sunshine that penetrates, without devitalizing, us. And the soft, rich, velvety freshness of growing grass and expanding leaves—unseared as yet by the sweltering rays of later months—how grateful to the eye is the witchery of June verdure!

Yes; and the roses of June! Later and earlier roses are fair, and some of them are rich in fragrance; but June roses seem ever to belong in a category to themselves. Who has ever exhausted the beauty, the poetry, the consummate art, the delicate fragrance, the perfect development and the infinite meaning of the full-blown rose of any season, let alone the exquisite perfection of the June rose? In June of all the glad calendar months of the year, the external world makes her paramount appeal to our aesthetic nature, to our innate love of the beautiful. June—beautiful, fresh-robed and exultant—is generally accorded a devotion passing that of the favor conferred upon other months; and, since favoritism is inevitable even in the matter of seasons, it is not a thing to be wondered at that June and her charms should be so highly prized. She is worthy of our loftiest tributes; and any effort to phrase our appreciation, whether in studied prose or lilting song, must fall far short of doing justice to the subject.

If one's inner feelings are conditioned to any extent by outward circumstances (which is pretty apt to be the case), one ought to be happy during the month of June; for in June Nature is at her very best. There is a soft radiance in June sunlight that penetrates the recesses of our being. Rich and fortifying to a degree, every June day is a blessed privilege. In June there is a freshness and a tonic in the dustless air designed to reinforce our strength and equip us for the depleting weather that we are to have later on. And how vast and blue and infinite is the blue vault of

June, with the white, fleecy clouds drifting by!

The merchant ought to be busy and happy during the glad month of June—happy in the enjoyment of these glorious days and nights, and busy in his preparation for going after the business of his community during the next two months. It is a mistake to assume that business is necessarily going to pot just because of a rising temperature. To a very large extent the summer slump can be counteracted. Many lines of merchandise are adapted to summer needs. Nearly all merchants carry more or less goods that may be called seasonable at this time of year. In many lines wherein the percentage of specifically summer goods is not very large as compared with the entire stock—such, for example, as dry goods, shoes, clothing, furniture, house furnishings, art, stationery, office equipment, hardware, drugs, oils, paints, varnishes, etc.—even in these and sundry other lines a big business can be done despite the hot weather.

I have frequently observed that merchants in their summer advertisements often refer to the "dull season," to the "high temperature" period, to the "naturally" or "inevitably quiet" months, etc.—and all this by way of leading up to their reason for marking down the price on certain wares during certain weeks, or as one of their reasons for their midsummer clearance sale. I seriously question the advisability of putting such negative ideas in the customers' minds. It is bad to talk about a "dull" period at any time. Wear a smile, keep up your courage and maintain appearances at all hazard. It does not help matters to tell one's troubles, except it be to a brother merchant, and then only in confidence. Talk prosperity. Talk good business even in the hottest months of summer.

Although business is, under ordinary circumstances, apt to drop off during July and August, and although you are putting forth extra efforts to prevent this dropping off as far as you are able, do not tell the public this fact. That is a little business secret that you ought to keep to yourself.

But go everlastingly after the business.

The reason—or at all events, one of the reasons—why business sags so depressingly during the summer months is just because the average merchant lets down in his campaigning for business during the summer months. Instead of acting upon the assumption that business can be had anywhere at any time, provided one goes after it hard enough, he too frequently assumes that there will be nothing doing. Therefore he retrenches in his advertising. No special efforts are made to have attractive windows, and there is a sort of "Oh-well-let-her-slide" air about the whole store. The boss is tinctured with it, and by and by the whole force has an acute case of it.

The month of June is a convenient month for several reasons. As a delightful interpolation between capricious spring and sultry summer, June gives one an opportunity to enjoy the

pleasures of summer with comparatively few discomforts; and then it gives one a breathing spell, so to speak, wherein he can marshal his forces for a vigorous summer campaign.

Chas. L. Garrison.

Why the War Was Not Terminated Earlier.

Grand Rapids, May 29—I beg to express appreciation for the flattering reference to myself which I find in the contribution of Hon. A. S. White, published in the Michigan Tradesman of May 24.

We old "war relics" greatly enjoy being discovered now and then and to feel that we are entitled to an occasional fresh coat of "red, white and blue."

The incident related to Mr. White by the late Judge Hoyt occurred in the days when every soldier in the army wanted to be a hero. At the particular time referred to it was my opinion—and time has only served to strengthen such conviction—that

mounted on that "stump," I was in position to end the Rebellion right there and then.

As a matter of courtesy to the men who had endangered their lives in coming to my relief, I could hardly do otherwise than accompany them to a place of greater safety, even if affording less excitement.

And so the war was permitted to continue.

Geo. G. Briggs.

Something To Avoid.

"The American public is not afraid to use steam because it can scald, nor dynamite because it can explode, nor the express train because it can jump the track, nor the 60-horsepower automobile, nor even chained lightning; but we are afraid of a dishonest, corrupt, unfair and supremely selfish man. The art we must learn is to supervise, regulate and control the actions of men." George W. Perkins.

When Pluck gets busy, Luck hurries to his assistance.



Ramona

"The haunt of the Matinee girl"

"The park with the fare-free gate"

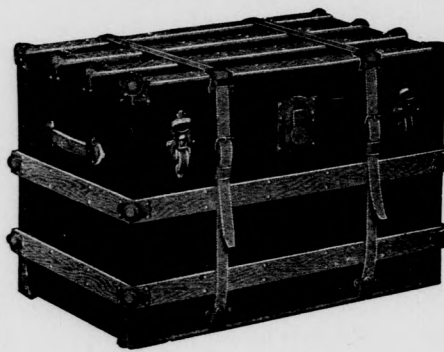
The THEATRE
this week offers

The Courtiers

Vaudeville's most elaborate
musical act

5—Others—5

Prepare for Vacations



The time is drawing near when people will take their summer outings, and that means a big demand for

Trunks Suit Cases and Bags

In planning for this trade, remember you are catering to particular people who demand *good* goods and a choice stock to choose from.

We issue a *special catalog* covering this complete line and will be glad to send one to you. Our goods are the very latest, made from splendid materials and fully guaranteed by us to wear and give satisfaction.

We Are Prepared for Immediate Shipments

BROWN & SEHLER CO. Grand Rapids, Mich.

SUNBEAM GOODS ARE BUILT TO WEAR

Some Amusing Features of the Furniture Strike.

The furniture strike, which is now rapidly fading away, has not been lacking in amusing features. There was the Buffalo incident last week, for instance. Buffalo has an Advertisers' Club, and at a Club dinner some brilliant mind suggested that advantage be taken of the trouble in Grand Rapids to make Buffalo a great furniture center; the factories here to be moved. Ordinarily such a suggestion as this would be laughed at as a product of the silly season. But a certain element chose to take it seriously and thereupon threw a variety of fits that certainly would have added to the gayety of the Nation had the Nation cared to take notice. Heated telegrams were sent to Buffalo asking what was meant, letters were written and then a round robin was started to the secretaries of the boards of trade of other cities protesting against the "low brow" and "rough neck" tactics of Buffalo in trying to rob a sister city of its industries. The Buffalo proposition was nonsense and the performance at this end of the line was ridiculous, but perhaps it served a good purpose in taking the local mind off its troubles.

Another funny incident the past week was the return to work of the employes of the American Seating Company. What made this funny was not that the men went back to work, but the blatant brags of the union leaders that it was a great victory for them. The factory had been

running fifty-five hours a week; that is, ten hours during the week and a half day Saturday. A large majority of the employes were piece workers, with earnings based on production. The company resumes operations on a fifty-four hours a week basis; that is, nine hours a day, and the piece price schedule remains the same. The workman who would earn as much as before will have to work faster and harder to accomplish in fifty-four hours what he used to do in fifty-five hours. About thirty-five of the employes were on day wages and these will receive the same pay for fifty-four hours that they did for fifty-five. The total gain as a result of the six weeks' strike is one hour a week more of leisure for thirty-five men and for the others the privilege to work harder to earn as much as they did before. Surely this was a great victory for the union.

The funniest of all the recent incidents, however, was the solemn declaration Saturday by Organizer MacFarlane that, unless the manufacturers speedily came to terms, the union would be compelled to resort to the extreme measure of finding places for the strikers in other cities. He did not indicate where he would send the men. Other furniture towns, like Evansville, Rockford and Jamestown are open shop and it is unlikely they would very warmly welcome such men as the MacFarlane bunch might recommend. Possibly MacFarlane had in mind sending the strikers to "unionized" Chicago. In other furniture centers, by the way, the factories

run ten hours a day, with wage scales lower than in Grand Rapids. Wherein the workmen would be benefited by going away is not exactly apparent and that MacFarlane should be taken seriously is very humorous.

One feature of the strike that is not funny is that many of the workmen do not realize the folly of letting a lot of professional trouble makers lead them around by the nose. If they read the papers they must know that industrial Chicago is at the present time idle and in terror, with murders and deadly assaults as daily incidents of a conflict between the unions. They must know that what the MacFarlanites are trying to do is to Chicagoize Grand Rapids and bring about conditions which would make the honest toiler the tool and puppet of the walking delegate. The manufacturers are striving to uphold the open shop; to maintain industrial freedom; to give every man who wants to work the opportunity to do so. This lack of understanding would be funny if it were not so serious. But it is more than probable that many of those who have been on strike do understand and they have been out because they dared not go to work. Intimidation is one of the favorite methods of unionism. In Chicago they kill and maim men who are heedless of what the union orders.

The farce company that fails to make a hit is no laughing matter.

Many a tombstone inscription is too good to be true.

A Question of Change.

A story is going the rounds of a couple of young people who attended church recently. When the collection was being taken up the young man commenced fishing in his pocket for a dime. His face expressed his embarrassment as he hoarsely whispered: "I guess I haven't a cent. I changed my pants." The young lady, who had been examining the unknown regions of woman's dress for her purse, turned a pink color, and said: "I'm in the same fix."

To the Point.

Over in Hoboken in a shop frequented by Germans, hangs a sign framed in mournful black, reading thus:

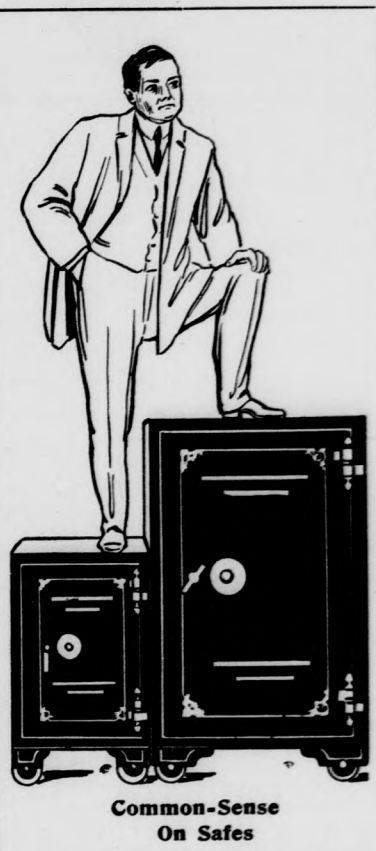
"We regret to inform our honored customers that our good and generous friend, Mr. Croft, expired to-day. He was a noble soul, always willing and helpful, but has been failing for some time. May he rest in peace. PAY CASH!"

No Converts.

"It seems to me," remarked the observant man, "that your church is losing ground. I notice you did not enroll a single convert last month."

"My friend," replied the Mormon elder, who had received his own millinery bill that morning, "it's almost impossible to get any man to join our church around Easter time."

The hostler who locks the stable door after the horse is gone usually locks himself in.



**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.

Banking

Bonds As a Bank Investment.

One condition that always accompanies the development of a new section of the country is an almost unlimited demand for money at a high rate of interest, and it was not so long ago when most of the bankers present experienced no difficulty in placing all of their loanable funds at home and at local rates. In the not far distant past you bankers were more frequently obliged to borrow temporarily or refuse loans to good customers, than to seek investment for surplus funds. Such conditions simplified banking to some extent, for the banker can always exercise greater discretion in placing loans when money is in strong demand than in times when he is obliged to seek loans for investment for idle funds. From year to year, however, with the development of this section, wealth has increased, deposits have grown larger and interest rates have declined in proportion. Statistics show tremendous increase in the deposits of Minnesota banks and it is most interesting to note that the increase in time certificates of deposit is twice as great as the increase in demand or check deposits, which would suggest some degree of permanency of the amount now on deposit. Accompanying the accumulation of your greater deposits, the local demand for money has declined. With the coming of the trust era and its consequent combination of many smaller enterprises, home manufacturing plants were merged into great corporations with sufficient capital and ceased to be borrowers at the local bank. This accumulating surplus of unemployed funds is an important problem and confronts nearly every banker present. If you are not now confronted with it, the time when you will be is not far distant. Wealth increases steadily and deposits grow correspondingly. During the past ten years the deposits of the state banks only in Minnesota increased over 300 per cent., or from 30½ millions in 1900 to 102 millions in 1910. During the very prosperous years between 1899 and 1907 commercial paper proved a popular and satisfactory investment for surplus funds.

Bonds and Commercial Paper.

Without attempting to discuss its advantages or disadvantages, I feel safe in saying that commercial paper has become somewhat less popular through the many losses of the past few years. It is more than probable that a large majority of the bankers present are familiar from personal experience with the conditions which I have just described, and so it has occurred to me that it might be interesting to the members of this group to have discussed briefly at this time the matter of the desirability of carefully selected municipal and corporation bonds as an investment for banks. Bonds lend themselves to two distinct uses for bankers: as a reserve and as

an investment. Nearly every experienced banker recognizes the value of bonds for temporary investment of idle funds. Many bankers find them desirable for permanent employment of a considerable part of the bank's resources for revenue purposes. Evidence of the truth of the statement is found in the fact that during the year between November, 1909, and November, 1910, the total amount of bonds held by the state banks in Minnesota increased over one million dollars.

In creating an added reserve, the consideration of the soundness of the security presents itself first; next, convertibility—the question of income being subordinate to both of these. Where investment alone is considered, convertibility does not enter as an important factor. Soundness and rate of income are, then, the two important requisites. While the theory of a bond reserve for banks may sound new to this section of the country, it is an established one in the states east of here. From statistics compiled several years ago, we find that the banks in the New England states were at that time carrying 22 per cent. of their total deposits in bonds.

By the last reports of the banks in Minnesota, not including national banks and savings banks, the state banks are carrying about 3 per cent. of their total deposits in bonds and it is estimated the amount held by national and savings banks and trust companies would increase this percentage to about 12 per cent. I believe that every bank, no matter what the local demand for funds might be, is in a safer and stronger position if a certain portion of the loanable funds of such bank is invested in carefully selected bonds.

The Advantage of Bonds.

To cite a concrete instance, let us take the ordinary country bank which is able to loan its entire funds in its own community and at a good high rate. You bankers all know that it is not an easy matter to make collections from farmers and local business men excepting at such time as they may desire to make payment. It is much easier to refuse a loan when it is asked for than it is to request payment at a time when it will inconvenience the borrower to meet your requirements. I believe you also fully appreciate the fact that a bank which is depending entirely upon the conditions of prosperity in its own local community, is at a considerable disadvantage in times of local crop failure or financial distress. Such a bank would, without question, be in a much stronger position if it had in its vault a reasonable amount of carefully purchased municipal or corporate bonds which it was carrying as secondary reserve.

In ordinary times and under ordinary conditions, the banker can, when his needs demand it, speedily

convert his bonds into cash by outright sale. Issues of widest distribution he can offer in the open market. He will doubtless find it most convenient, however, to ask the house from which he made his original purchase, to resell his bonds for him. This is where the character of the house that he buys from is tested. The houses of the character that deserve the banker's steady patronage, pride themselves upon furnishing a market for the resale of their securities upon fair and reasonable terms in accordance with current market conditions. Perhaps general conditions do not favor the sale of his bonds at the time, or quite probably the banker may only want increased funds for a comparatively short time. In such event, it will be easy for the banker to use his bonds as collateral security for such accommodations as he may require from his reserve city correspondent. Good bonds are most acceptable collateral under such conditions, as the reserve banker's records will show him at once the value at which he can accept them as collateral.

In conversation with a Vice President of one of the large banks of the state recently, he remarked to me that "were he running a bank in any community, he should never feel easy with his entire funds placed in that community, even though the rate on such loans might be much more attractive, and that he felt strongly the wisdom of bonds purchased for secondary reserve requirements."

Then taking an instance of the bank such as most of you represent, where conditions have changed to the point which makes it necessary for you to place continually quite a proportion of your loanable funds outside of your own community on account of the lack of proper home investments. We are familiar with the general and

Grand Rapids National City Bank

Capital \$1,000,000

Surplus and Undivided Profits \$350,000

Solicits Your Business

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.



THE FOURTH NATIONAL BANK

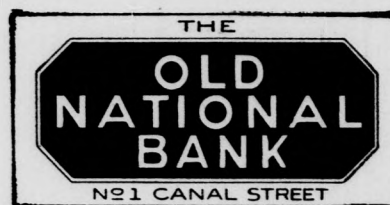
UNITED STATES DEPOSITARY GRAND RAPIDS, MICHIGAN

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

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.

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%

prevailing opinion among bankers that no class of bank loans is so safe and desirable as good, double named, commercial paper and yet the experience of the last few years would indicate that a largely increased percentage of the total loans of banking institutions of the United States will in the future be made upon marketable collateral rather than upon unsecured personal credit. The smaller bank can always obtain loans on its bonds at the reserve centers and at lower rates, on account of the high character of the collateral, than would be accorded on loans with ordinary bills receivable as collateral.

Tried in a limited way at first and gradually increasing in favor, the advantage of a reserve in high class bonds, in addition to the regular cash reserve, is now a generally accepted fact. The economic effect of the reserve investment in bonds by the banks will undoubtedly be to strengthen the foundations of credit in the United States. By placing the funds of this great reserve in high class securities, instead of in possibly uncollectable paper, an additional and always available means is provided for weathering financial storms. These benefits will continue and increase, providing the bonds acquired are of the high character which is generally now the standard among able and conservative bankers.

L. E. Wakefield.

Push Summer Merchandise.

It is good business policy to push summer merchandise. The period when prices will have to be cut on such commodities as women's suits and coats is near at hand. It will soon be impossible to move them at a profit. Later on they can not be sold at all.

For many reasons, it is undesirable to carry goods of this class over to another season. If a loss has to be taken it is better to take it during the current season than to defer it to another one.

In the first place the money invested becomes dormant, it produces no revenue and is not available for other uses. In the second place goods of this class soon go out of style and otherwise depreciate in value. In the third place it is a serious hindrance to offer them at the beginning of a new season, for the reason that they can not (or should not) be offered as new goods for the reason that they will have to be sold at sacrifice prices at a time when it is demoralizing and detrimental to legitimate trade. In the fourth place a merchant is placed at a serious disadvantage when he is obliged to offer last year's merchandise while his wiser competitors are selling fresh new stock. Goods of this class never make desirable leaders the second year.

Not Enough.

Young Bachelor—I often wonder if I am making enough money to get married on.

Old Benedict—Well, I don't know how much you're making, but you ain't!

TWO GOOD MEN.

Brief Review of W. M. Robinson and O. A. Ball.

Written for the Tradesman.

A rare man indeed is William M. Robinson. He has lived on this good old earth seventy-six years and says he has no word of fault to utter on account of his experiences as a human being. "I have always had as much money as I needed. In every line of business in which I have been engaged I have been successful. I have never been sick and my domestic relations have always been happy. Ill health has never caused pain nor anxiety to my family and I have had a mighty good time in this world since childhood. My feet bother me a little just now, but I can not expect to retain the strength of youth until the end. This is a very pleasant world and I enjoy it greatly." Mr. Robinson served his country as an officer in the army during the war between the states. He came to Michigan about forty years ago and located at Fruitport, on Spring Lake, where he established a beautiful home. He was one of the founders of the village. In a later year he moved to Grand Rapids and engaged in buying and selling real estate and in lumbering. About 1880 he formed a copartnership with James D. Lacey and was actively employed in the business of buying and selling pine lands in the Southern States, acquiring a competency. He retired from the firm several years ago and has since lived in quiet retirement in Grand Rapids. He is a thirty-third degree baseball fan and in past seasons seldom failed to witness the games played at home.

O. A. Ball would be a good man for any community. He has been a respected, influential and honored citizen of Grand Rapids upwards of fifty years, if not longer, and is still "in the harness," doing a man's work in a manly way. When the writer first met Mr. Ball, he was associated with E. M. Kendall, under the firm name of Kendall & Ball. A store in the Fremont block, now occupied by A. Preusser, on Monroe street, was filled with such goods as men wear and Mr. Kendall and Mr. Ball were there to sell the same. They had as assistants E. W. Jones, of the Houseman & Jones Company, "Will" Hubbard, a very popular young man of the day, and E. H. Donnelly, if my memory is not at fault. The firm enjoyed popularity and the business was successful. Several years later the firm dissolved and Mr. Ball engaged in the wholesale grocery trade, which has been his employment ever since. As a member of the house of Cody, Ball & Co., Ball, Barnhart & Putnam and the Judson Grocer Company, he has contributed, by the exercise of conservatism, sound judgment and sagacity, greatly to the successes achieved by the several houses mentioned above. Mr. Ball served the city in the capacity of alderman for several terms and as a member of the municipal boards. In these several positions his wisdom and discretion have proved of great value to the community. He has long been regarded as well qualified to fill the of-

fice of Mayor and State Senator and the job of representing the Fifth Congressional District in the lower house of Congress would not be too big for him. The good people of Grand Rapids earnestly hope and pray for the time to come when men of good character and ability may be chosen to replace the mavericks that have filled the Mayor's chair in recent years, juvenile sprigs of the law that have been permitted to put their feet on the big desks, swing in the swivel chairs and look wisely at the people in the galleries of the legislature chambers at Lansing and the patronage disbursers sent for brief periods to the National Congress.

Arthur S. White.

An Immoral Episode With a Moral.

Act. I. Once upon a time there were two young men, possibly too young to know just what they were at—let us hope so. This brace of worthies came to Philadelphia and rented desk room for three months, payable in advance (and so paid), in an upper loft of a building in what had once been a business center. They next gave a "carte-blanche order," plus sufficient cash to cover its "carte-blancheness," to a prominent engraver for as handsome a letter heading as he could produce, with the result that what was unavoidably cash to them was as certainly a credit to him. From this truly elegant little heading one might learn that Messrs. "Ketcham & Skinner" sold on commission about every kind of produce with which this bounteous earth of ours rewards the moistened foreheads of its sons of toil.

Act. II. To a lengthy and carefully compiled list of dwellers in what, with a playful vagueness, many of us term "The West"—that land of corn, credulity and of divers other bucolic virtues, there was sent by Messrs. Ketcham & Skinner a strictly personal letter, written with a sure enough pen and in real ink, no fac-simile type-written "fake" this, but a genuine "heart-to-heart" plead for consignments of grain, fruits, wool, hides, tallow, vegetables, honey, live stock, etc., on all sales of which an unprecedentedly low rate of commission was to be charged.

Act III. Forthwith upon these thrifty philanthropists there flowed in from every quarter a veritable torrent of produce of all sorts, and they quickly had an exceedingly great store of this world's goods laid up on various railroad sidings—to linger there at "so much" per car per diem? Ah, no! quite otherwise.

Before a second moon had fairly waned, "man's inhumanity to man" had inaugurated a movement admirably well calculated to make countless thousands. Well, let it go at "mourn." As soon as the various cars arrived, their contents were sold for spot cash at about one-half of their actual value, the money, estimated at \$20,000, placed in the pouches of this enterprising pair who, as the crowning precaution, "Stole Away," and were ever after "tho' lost to sight, to mem'ry dear"—quite so.—Philadelphia Record.

Kent State Bank
 Main Office Fountain St. Facing Water
 Grand Rapids, Mich.
 Capital - - - - \$500,000
 Surplus and Profits - 250,000
 Deposits
 6 Million Dollars
 HERVEY EDGEMAN - - - - President
 J. A. COFFEE - - - - Vice President
 A. H. BRADY - - - - Cashier
 CASPER BARRICKEN - - - - 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.

Merchant's Accounts Solicited
 Look for our advertisement next week.

GRAND RAPIDS SAVINGS BANK
 Only bank on North side of River & street.

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

Child, Hulswit & Company
 BANKERS
 Municipal and Corporation Bonds
 City, County, Township, School and Irrigation Issues
 Special Department
 Dealing in Bank Stocks and Industrial Securities of Western Michigan.
 Long Distance Telephones:
 Citizens 4367 Bell Main 424
 Ground Floor Ottawa Street Entrance
 Michigan Trust Building
 Grand Rapids

BONDS
 Municipal and Corporation
 Details upon Application
E. B. CADWELL & CO.
 Bankers. Penobscot Bldg., Detroit, M.

The Clover Leaf Sells

 Office 424 Houseman 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.

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

Saginaw

A Prosperous City.

The city of Saginaw is the capital of Saginaw county and the metropolis of the Saginaw Valley and Northern Michigan. Saginaw was a city of 50,510 inhabitants by the Federal census of 1910. The city is growing rapidly. New factories, business blocks and residences are rising on every side. The Pere Marquette Railroad is spending over \$2,000,000 in enlargements and improvements in the city and within a radius of fifty miles. The Government is expending \$350,000 on the improvement of the river. The city has over 400 going factories—no Saginaw industry languishing—all are prosperous.

A Strong Financial Center.

The resources of the banks of Saginaw on the date of the last report amounted to \$18,036,181.83. The bank deposits average \$295 per capita. The receipts at the Saginaw postoffices for 1910 amounted to \$191,130.77. Bank clearings for 1910 were \$31,054,729. The city of Saginaw is the principal market for all surplus farm produce for the valley and likewise is the principal consumer of the stone, sand, clay and gravel produced in the valley. The Saginaw mills and elevators handle practically all the surplus grain, beans, peas, hay, etc., produced in the valley. Line elevators extending over Michigan are owned and operated from Saginaw.

Saginaw the Metropolis.

The city of Saginaw is the metropolis of the Saginaw Valley. It is at the head of deep water navigation on the Saginaw River. It is the center of twelve radiating arms of steam railway. The greater lines of natural industries, such as coal, sugar, salt and lumber maintain headquarters in Saginaw. The operating headquarters of the Pere Marquette Railway and its principal shops are in Saginaw. The Grand Trunk Railway system maintains a commercial agency in Saginaw. Numerous fast freight lines have State headquarters in the city. Saginaw is the southern terminus of the Detroit and Mackinaw Railway. Four divisions of the Michigan Central Railway meet in Saginaw. The electric railways and telephone companies are managed from Saginaw. The Saginaw banks are the financial dependence of the valley. Saginaw is the only city of its class in the United States whose banks paid cash on demand every day during the panic of 1907. The Saginaw newspapers are read in practically all the homes. The passenger trains all run to Saginaw and the freight trains make up there. The larger jobbing houses are located in that city. Saginaw factories afford opportunities for skilled labor and its schools provide for technical instruction. Adequate hotel facilities, beautiful parks, magnificent retail establishments and a fervent cordiality

and hospitality everywhere, and always manifest, have made and will sustain the city of Saginaw as the pride and metropolis of the Saginaw Valley.

Third City in the State.

While Saginaw is the metropolis of the Saginaw Valley, it should be understood that it is also the third city in population in the State at the present time and aspires to be at least second in the census of 1920.

City Government.

The city government of Saginaw is progressive and economical. Adaptation is being made to the advancements of the new State constitution. There is widespread interest in all governmental matters.

Public Works.

The Saginaw city hall is a beautiful structure and is situated in the center of a large park on the east river side. The Mayor, City Council and all departments of the city government have ample headquarters at the city hall.

Saginaw has 70 miles of paved streets.

Saginaw has 115 miles of public sewers.

Saginaw has 110 miles of water mains.

Saginaw owns and operates its water works. The pumping capacity is 26,000,000 gallons per day. There are 150 deep wells penetrating bed rock located conveniently in all parts of the city. A new water plant is being provided.

Saginaw has 300 acres of public parks and 220 miles of public streets.

Saginaw has a police force of sixty men.

Saginaw has a fire department of fifty-four men. There are ten fire stations.

Saginaw has a public library of 50,000 volumes and a reference library of 65,000 volumes.

Public Service.

Gas, electric light and street car transportation are provided by public service corporations. There are thirty miles of electric railway.

Public Spirit.

Saginaw is an inspiration to artists and specialists in all lines. Everything is beautiful in Saginaw. The flora and the fauna are so interesting, the birds sing so sweetly, the scenery is so delightful, the history is so romantic, the climate so energizing, the future is so inviting; indeed, the whole situation in Saginaw is so pleasing and grateful that enterprise, art, philanthropy and benevolence become the natural inclination of the people. Patriotic devotion is manifest on every hand. Several parks were gifts to the city; so also were the Hoyt library, the manual train-



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.

"Melze's
Elk"



Elkskin Outing Shoes

We carry the well known line of "MELZE'S ELK BRAND" in Men's, Boys', Youths' and Little Gents' both black and olive, with or without bellows tongue. Write for descriptive price list.

Also a large and complete stock of Champion Brand Tennis Bals and Oxfords carried on the floor for at once shipment. Send us your orders.

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

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Saginaw :: Michigan

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.

Saginaw

ing schools, the school gardens, the athletic grounds, the parade grounds, the trade school, the vocational school, the auditorium, the pipe organ, the swimming pool, the natatorium and the town clock.

Churches.

Nearly sixty churches minister to the spiritual life of Saginaw. All leading denominations are represented; all neighborhoods are accommodated. The oldest church organization in the valley is located in Saginaw and will celebrate its seventy-fifth anniversary in 1913.

Joseph P. Tracy, Secretary
Saginaw Board of Trade.

Trade Visitors To the City.

Following are some of the visitors to this city during the past week:

J. H. Whitney, Merrill; C. A. Walker, Montrose; W. K. Frost, Clio; L. P. Larson, Olson; Mr. Nickerson, East Lake; Mr. Ostrander, LeGrande; H. J. Burns, formerly Mayor of St. Louis; W. J. Brainerd, Vassar; C. England, Lapeer; J. P. Harris, Crump; David Furman, of Furman & Meisner, Fairgrove; A. Telfer, Bay City; W. J. Daunt, Bay City; John McCambley, Clare; H. C. Stimson, Brown City; John Schad, Reese.

Michigan Sugar Company.

At the annual meeting of the Michigan Sugar Company, held in the offices in this city this week, there was a good representation of the stock, and the usual quarterly dividend was declared. In the election of officers, George B. Morley, President of the Second National Bank of this city, succeeds the late Thomas A. Harvey as Vice-President. Good reports were received and prospects for a large acreage are also excellent for the coming campaign. The officers are as follows:

- President—C. B. Warren, Detroit.
- Vice-President—George B. Morley, Saginaw.
- Secretary—F. R. Hathaway, Detroit.
- Treasurer—H. A. Douglas, Detroit.
- General Manager—W. H. Wallace, Saginaw.
- Directors—C. B. Warren, F. R. Hathaway, H. A. Douglas, Cyrus Lathrop, Gilbert Lee, George Peck, W. F. Black, Charles Hodge, Detroit; W. H. Wallace, George B. Morley, W. T. Knowlton, W. S. Humphrey, Benton Hanchett, Saginaw; Gilbert Scranton, Crosswell; C. Benjamin Boutell, Bay City; B. S. Bach, Sebewaing; A. W. Wright, Alma.

The Markets.

Fruit Jars—There has been great activity in fruit jars during the last ten days and no doubt they will be more in demand as the canning season approaches. Manufacturers have advanced their prices and just as soon as the jobbers' stocks feel a greater demand, dealers may look for higher prices. Dealers would do well to cover their requirements on the present market.

Raisins—Like all other dried fruit, the raisin market has tightened and the prices have been advanced by the packers on the coast. Dealers may expect a higher market to rule for some time.

Peanuts—These nuts have advanced from 1/4@1/2c per pound during the last ten days.

Notes and Gossip.

The Saginaw Board of Trade has a committee appointed to look after and develop foreign trade as far as possible. This is an entirely new feature in this city. The Committee is composed of the following: John Herzog, Hugh B. Brown, G. C. Eastwood, H. S. Erd, O. E. Meyer, J. O. Pierce, C. E. Phillips, William Seyffardt, John Smart and Robert T. Wallace.

Dealers report the largest May receipts of loose hay recorded in local trade history, due to the high prices. The Saginaw Milling Co. alone has averaged about forty tons of loose hay per day for the past week.

In connection with the civic improvement work in this city, the Board of Trade has distributed throughout the city about 5,000 ornamental trees, bushes and vines for schools, hospitals, churches and other public institutions, as well as to individuals, the plants being supplied at nominal prices, to cover freight and incidental charges.


A motion has been made for a receiver for the Consumers' Coal Co., the order being entered on behalf of the bondholders.

The Whipple Electric Co. has filed notice with the County Clerk of a decrease in capital stock from \$10,000 to \$6,000.

Frederick Creed, proprietor of the Point Lookout Hotel, states that the damage caused by the recent wind storm has been repaired and that the resort will be opened June 25.

Saginaw and Owosso are likely to be included in the list of Michigan cities visited by President Taft when he comes to Grand Rapids next September, a reply promising serious consideration having been received to the invitation sent by Congressman Fordney. J. W. Brady.

Ever notice that a lecturer always comes highly recommended?



Buy Your Coffee in a Package
It is Clean

Buy MO-KA

It is both Good and Clean

The best retailers in Michigan sell it



Valley Sweets

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VALLEY SWEETS CO. SAGINAW, MICHIGAN



Base Ball Goods

We are wholesale distributors for the celebrated D. & M. Line of Athletic and Base Ball supplies. The D. & M. Goods are the very best made and absolutely guaranteed to give satisfaction. Every article is made on the latest improved models and the line will be found up-to-date in every particular.

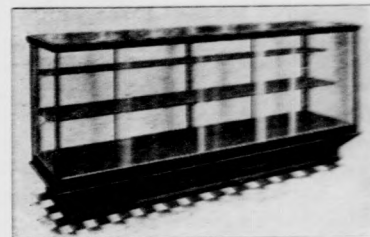
A book of Official Base Ball Rules and catalogue sent free upon request.

We solicit your patronage.

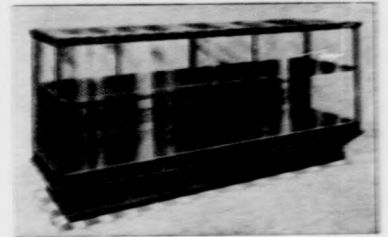
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Wholesale Hardware
Mill Supplies, Machinist Tools, Paints and Oils
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No. 31 Display Case



No. 31 Cigar Case

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

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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

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.

Use Tradesman Coupon Books



Opportunity Awaits You on the Front Platform.

Young Watts was kept at home to do chores for his grandmother, when Opportunity spoke to him out of the boiling tea kettle, just as the Creator spoke to Moses out of the burning bush.

"Don't you wonder what makes the lid of this kettle jump up and down?" called Opportunity to Watts. "Why don't you find out if all this energy can't be used for something big?" For centuries back she had been asking the same question of other boys who had watched the kettle boil; but they were thinking about the circus that was coming to town, or the best place to dig bait—and so why should they concern themselves about the propelling power of steam?

Watts put time on thinking out the problems, and made the invention of the steam engine possible.

Most of us are not qualified to follow Opportunity into the fields of science and invention. Naturally we can not all of us leave our work to chase some rainbow of inspiration that will lead us to miraculous discoveries at its further end. Somebody must stay at home to cook beans for the rainbow chasers, and keep the factories turning out spades with which to dig up the treasure. The rainbow chasers must have shirts and shoes and trunks of cars to travel in. Somebody must keep those cars in motion and somebody else must do the printing that advertises the advantages of the divers routes. The world's work has to be done, and you and I are so busy holding down our jobs that we haven't time to solve scientific riddles or monkey with great mysteries. But Opportunity is elbowing each of us right here in his separate niche, if we only tumble to that fact.

"I never had any chance," some whey-faced individual will tell you; "nothing but drudgery, day in and day out, in a shop. Big opportunities never come along to a fellow who holds a petty clerkship."

You bet they do! A little moral chemistry is wanted to materialize them—that's all. You might not think Opportunity would take any trouble to look up a clerk in a country store—a country boy who swept out and cleaned up and tied bundles. Other kids wouldn't have cared for the bothersome detail and drudgery of that work after working hours; they'd just have ducked out and forgot it—never guessing that along the line of that work lay the path that led to ownership of a monster business institution. Marshall Field laid the founda-

tion for his magical Arabian Nights success by recognizing and taking advantage of Opportunity as she greeted him day after day in his work as a clerk in a store.

Every move we make Opportunity steps in front of us. She corners us at every turn. Snub her to-day—refuse to notice her overtures, and she begins the programme again to-morrow.

We wake in the morning—and Opportunity stands at the bedside urging us to start to-day's work all over on a different plan and cut out the mistakes of yesterday, last week and the week before.

Maybe we've been hitched up to some habit that isn't good for us. Opportunity shouts at us—if we will only pay attention—that it's up to us to knock off if we want to. A new day is begun—why not date our release from now?

Maybe we've had a morbid notion that we were no good, anyway. "No hope for me. I'm a failure," we've said.

Opportunity contradicts us at each ticking of the clock.

"Cut loose from the old methods," she counsels us. "All you have to do is to take a new tack. I am here to spangle your horizon with the stars of hope just as soon as you take a tumble to yourself. You've been going it blind—pushing ahead in a pig-headed way. Why not use the new day to get next to a competent method? There are books that you never looked in, that will tell you how. There's a piece of advice which you sneered at a while back, because you didn't happen to like the man who gave it. Time to get wise now and think about what he said. It's never too late to make a new beginning. While there's life there's hope—never forget that."

Opportunity grins at us from the pages of the morning paper at the breakfast table. Market reports—how they scream of progress and prosperity! Industries and big concerns all making money, it is evident. They need men to help them make money.

New corporations—plenty of 'em diving off the springboard of enterprise into the tank of competition. You can bet that the new corporation wants all the brain and sinew and sterling worth that it can hire to float its proposition. Every employer you meet on the street is looking for men—good men who can do things. Every paper is filled with advertisements calling for brains, ability—capacity of every sort.

Our own concern is looking for men. I am looking you fellows over right now, hunting for good men to promote. I have a dozen positions that will be filled by promotion from your ranks in the next few weeks—and there will be a hundred more in the next year or two. I am more eager to get the right men to fill these jobs than any men can possibly be to fill them.

Opportunities! Heaps of 'em all over the country, of all varieties and styles, to suit every taste. The big presses are grinding and groaning and working extra shifts, turning out news of them for your benefit—news of the world's progress and big jobs of work—every one of which calls for men.

Maybe it has struck you that the number and size of your opportunities are in exact proportion to your present or potential usefulness to the rest of the folks in the world. The greater the number of people whose interests you can serve the more money will be raised to pay for your services, and the thicker will be the crop of opportunities to sell what you can do.

A hundred years ago only a little coterie of people would have been interested to hear about an invention for refining oil. Invent a better process than the one used to-day and millions of people will sit up and take notice and millions of dollars will dump themselves into your jeans. Men with a million are more plentiful nowadays than the men who could draw a check for ten thousand when grandfather was digging stumps out of the ground where a twenty-story sky-scraper has since sprung up.

Only about a tenth of the area of this country is settled at present; in a few years the population will have spread itself thickly over the prairies and hills and valleys. Unimaginable feats of trade and commerce will be performed. Opportunity is on the lookout for the men who shall organize and direct the forces that will bring all these things about. She has something in store for everybody concerned in the growth of a people—not a manjack will be excepted from the general invitation—from the bricklayers who will build the walls to the legislators who will make the laws.

"Come on! In place of the day wages that your dad earned before you, make for yourself a fortune!" is the line of talk that Opportunity hands out to the son of the most humble mechanic, or the youngest and greenest salesman.

You don't have to wait another generation to get in on the largess which Opportunity has hidden up her sleeve for you. Right now the Andrew Carnegies and the Henry Clay Fricks are out, armed each with a lead pipe, laying for men who are competent to assist in carrying on their stupendous enterprises. Think of the forty multi-millionaires that Carnegie has made in his steel business. One of them came into the steel king's employ with a total cash capital of only 25 cents, but with an

unlimited capacity for "getting there." Opportunity added \$50,000,000 to this man's initial capital of 25 cents. And she can't rest until she finds similar material for the making of millionaires. She is happy when she gets a follower like Clowry, who started in as a messenger boy and wound up as President of the Western Union—like Schwab, who started in as a day laborer and became President of the Steel Trust; like James J. Hill, who rose from the ranks to be king of railroad magnates.

Don't think that Opportunity knocked just once at the door of all these winners. If at first they didn't hear her, she kept on pounding. If the theory that she calls but once were true, how do you account for the fact that most successful careers have been one long, patient, nerve-racking but cheerful struggle?

Field made fifty separate attempts before he succeeded in laying the trans-Atlantic cable. Opportunity did not pass him up when he failed the first time, or the second, or the tenth. She bivouacked on his horoscope and refused to get off until the job was done.

The careers of all self-made men are examples of the persistency with which Opportunity stays in the game, and is not to be driven away by any kind of discouragements. She's more like the "pillar of fire by night and of cloud by day," directing the course of the chosen people through the wilderness, than like the comet or the rocket of which it can be said "now you see it and now you don't."

The month of September is the particular time when Opportunity

The Breslin

Absolutely Fireproof

Broadway, Corner of 29th Street

Most convenient hotel to all Subways and Depots. Rooms \$1.50 per day and upwards with use of baths. Rooms \$2.50 per day and upwards with private bath. Best Restaurant in New York City with Club Breakfast and the world famous

"CAFE ELYSEE"

NEW YORK

Hotel Cody

Grand Rapids, Mich.

A. B. GARDNER, Mgr.

Many improvements have been made in this popular hotel. Hot and cold water have been put in all the rooms.

Twenty new rooms have been added, many with private bath.

The lobby has been enlarged and beautified, and the dining room moved to the ground floor.

The rates remain the same—\$2.00 \$2.50 and \$3.00. American plan.

All meals 50c.

lays in wait for salesmen. New products are being marketed—new plans are put into execution. Every industry is starting up full speed after the summer slackness. This means a heavy increase in sales. Somebody is going to earn big commissions or increased salaries on the strength of all this business that is going to be turned in. Is that somebody going to be you?

Thousands of salesmen who were failures last year are going to begin to make good this year. Thousands of good men who did well last year are going to become champions and record breakers this year. Everybody with the right stuff in him is going to struggle up a notch or two. Those that will climb the highest are the men who believe in Opportunity and look for her everywhere. They are the chaps that are bristling with optimism—not the croakers and groaners who feel sure that when chances in life were passed around somebody hogged their share, and that there isn't going to be a second helping.

Just remember that Opportunity is waiting for you on the front platform at every town on your route. Say as you get off the train: "This is my chance to do better in this town than any salesman has ever done here before. Maybe I flunked here last time; I have my opportunity now to make good. What if some of the traveling men who make this town have seen fit to report it as awaiting burial—what if the merchants here are known to be rather less alive and alert than the late lamented Rameses? I am not going to care. Somebody is going to galvanize trade in this burg some time. That somebody might as well be myself, and the time might as well be right now. This is my opportunity."

Don't forget that Opportunity is beckoning you from every man's doorstep if there is any possibility of his using the things you sell.

Every turn in your conversation with a prospect gives you a chance to drive home some selling point that may land him.

You want to cultivate a thirst for finding out how the other fellow turned the trick, and you want to make his example your opportunity for bolstering up your own selling method. The fact that you have a brain and a will and some knowledge of the selling game is your opportunity to originate still better ways of your own. Just think them up once and you'll have all the opportunity you want to make a go of them—their success will open new opportunities to push ahead and do still better next time.

Don't for a minute point to a failure or a fall down with the remark: "My opportunity lies buried there." The grave hasn't been dug anywhere on this terrestrial sphere that will hold down Opportunity; don't you ever think it has. She has more lives than a whole regiment of cats, and as decided a propensity to come back after a temporary absence as the proverbial feline that its owner couldn't lose. W. C. Holman.

Meeting of Indiana Division T. P. A.

Terre Haute, Ind., May 30—The convention of the Indiana Division of the Travelers' Protective Association concluded its session by electing: Third Vice-President, Orice White, Elkhart; Chairman Railroad Committee, James R. Crawford, New Albany; Chairman Press Committee, W. A. Ryan, Terre Haute; Chairman Legislative Committee, A. J. Schmidt, Indianapolis; Chairman Hotel Committee, G. A. Mendenhall, Richmond; Chairman Employment Committee, C. A. Hunerwadel, Huntington; Chairman Membership Committee, John J. Shuttleworth, Terre Haute; Directors, R. G. Weber, Chairman, Ves Besley, H. Zimmerman, all three of Terre Haute; John Kraft, Frankfort; L. F. Colebaugh, Vincennes; C. A. Bronnenberg, Anderson.

All these officers with the exception of White, Mendenhall and Hunerwadel were re-elected to positions they held last year.

Charles S. Downing, of Lafayette, elected President, was the first Secretary of the Indiana Division twenty-one years ago. The withdrawal of Frank B. Haimbaugh, of Muncie, and the agreement by which Maurice Neizer, of Fort Wayne, became Vice-President, disposed of threatened contests for office and W. D. Chalmers, of Terre Haute, was continued as Secretary-Treasurer. Charles Gregg, of Crawfordsville, was elected Second Vice-President. The selection of the next meeting place was left to the directors.

A gold watch was presented to W. A. Ryan, Chairman of the Press Committee, by his friends of Post G, Terre Haute.

Charm of Manner As a Business Asset.

George Peabody, the great American banker, had one thing which will make any man or woman rich. It is something so sweetly beneficent that well can we call it the gift of the gods.

The asset to which I refer is charm of manner.

Its first requisite is glowing physical health. The second ingredient is absolute honesty. Its third is good will.

Nothing taints the breath like a lie. The old parental plan of washing the boy's mouth out with soft soap had a scientific basis.

Liars must possess good memories. They are fettered and gyved by what they have said and done. The honest man is free—his acts require neither explanation nor apology. He is in possession of all his armament.

The outdoor work of tramping Maryland and Virginia highways had put the glow of high health on the cheeks of George Peabody.

He was big in body, manly, intelligent and could meet men on a basis of equality. If I were president of a college I would have a chair devoted to psychic mixability, or charm of manner. Ponderosity, profundity and insipidity may have their place, but the man with charm of manner keeps his capital active. His soul is fluid. I have never been in possession of this social radium so as to

analyze it, but I know it has the power of dissolving opposition and melting human hearts. But so delicate and illusive is it, that when used for a purely sordid purpose, it evaporates into thin air, and the erstwhile possess or is left with only the mask of beauty and the husk of personality.

George Peabody had charm of manner from his nineteenth year to the day of his death. Col. Forney crossed the Atlantic with him when Peabody was in his seventy-first year, and here is what Forney says: "I sat on one side of the cabin and he on the other. He was reading from a book, which he finally merely held in his hands, as he sat idly dreaming. I was melted into tears by the sight of his Jove-like head framed against the window. His face and features beamed with high and noble intellect, and the eyes looked forth in divine love. If ever soul revealed itself in the face, it was here. He was the very King of men, and I did not wonder that in the past people had worked the apotheosis of such."

To the clerk who would succeed, I say cultivate charm of manner.

Courteous manners in little things are an asset worth acquiring. You rise when a customer approaches you, you offer a chair, you step aside and let the store's guest pass first into the elevator; these are little things, but they make your work and yourself finer.

To gully visitors or to give short, sharp, flippant answers even to stupid or impudent people is a great mistake. Meet rudeness with unflinching patience and politeness and see how much better you feel.

Your promise to a customer is your employer's promise. A broken promise always hurts; and it shows weakness in the character of a business organization, just as unreliability does in an individual.

Most inaccuracies come from not really listening to what is said, or not really seeing what you put down. The chewing of gum, tobacco or paper as a jaw-exerciser should be eliminated. The world is now pronouncing them vulgar, unbusinesslike and dangerous. Keep ahead of your employer and of the board of health in this thing.

Having promised to obtain goods or information, or to deliver goods by a certain time, do not start the thing going and trust to luck for the rest. Do your own part in full, and then follow up to know that the rest is moving on schedule time. Remember that the thing specially promised and of special importance needs watching. "Accidents" and life's "various hindrances" get after just those things with a keen scent.

Accuracy in business is beyond esteem.

If your business is to wait on customers, be careful of your dress and appearance. Do your manicuring before you reach the store. Dental floss is a good investment. A salesman with a bad breath is dear at any price. Let your dress be quiet, neat and not too fashionable. To have a prosperous appearance helps you inwardly and helps the business.

Give each customer your whole attention—and just as considerate attention to a little buyer as to a big one.

If asked for information, be sure you have it before you give it. Do not assume that the location or fact is so new because you once knew it so. Do not misdirect. Make your directions so clear that they will be a real help.

There are houses known by courteous telephoning. Loss of temper gains nothing. Telephone courtesy is a great thing, as courtesy always is.

The less you require looking after, the more able you are to stand alone and complete your tasks, the greater your reward. Then if you can not only do your work, but also intelligently and effectively direct the efforts of others, your reward is in exact ratio; and the more people you direct, and the higher the intelligence you can rightly lend, the more valuable is your life.

The most precious possession in life is good health. Eat moderately, breathe deeply, exercise out-of-doors and get eight hours' sleep. And cultivate charm of manner as a business proposition! Elbert Hubbard.

Meeting of the Grand Council.

The annual convention of the Grand Council of Michigan, U. C. T., will be held at Muskegon June 9 and 10. The program, so far as arranged, will be carried out as follows:

Friday, June 9.

9:10 a. m.—Reception of Grand Officers and delegates at Occidental Hotel.

10 a. m.—Opening of Grand Lodge session.

1 p. m.—Auto ride and sight seeing; also visit to manual training school and gymnasium.

2 p. m.—Ball game at Lake Michigan park.

2 p. m.—Boat ride on Lake Michigan.

8 p. m.—Grand ball at Lake Michigan Park.

Saturday, June 10.

8:30 a. m.—Concluding session of Grand Council.

10 a. m.—Sharp! Grand parade.

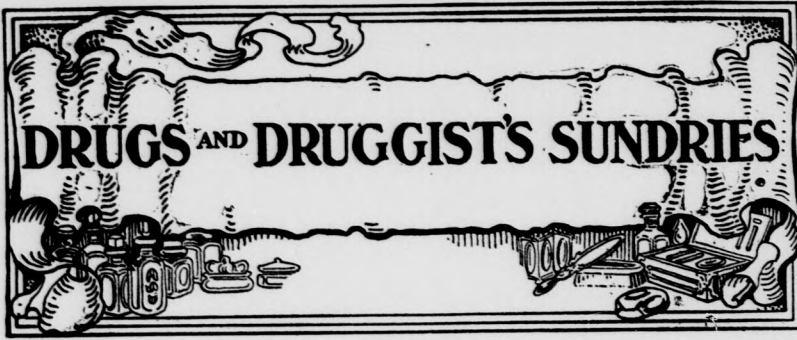
1:30 p. m.—Ball games.

"We did it for Muskegon."

Every indication points to a large and representative turnout. On account of Muskegon's central location and excellent hotel facilities, there is no reason why the convention should not be the largest and best ever held by the organization. Muskegon hospitality is no empty sounding word. It has been tried and tested time and again and never found wanting. There is no reason to think that the hospitality for which Muskegon is proverbial will be diminished or in any way limited on this occasion.

Muskegon Council, No. 404, has issued a very handsome official souvenir program, which will be placed in the hands of those who attend the convention.

The quarterly meeting of the Board of Directors of the Michigan Knights of the Grip will be held at the Secretary's office at Lansing Saturday.



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. Franckboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

New Remedies of Interest To Druggists.

Adipol—Is an ointment base of mineral origin, said to possess the power to take up 30 per cent. of its weight of water. It comes into the market in a white and a yellow form. The yellow is quite cheap and can be used to advantage in the preparation of ointments for household use. Both the white and yellow are said to yield very fine ointment.

Antivaricosus Mulleri—Also called "Liquor antivaricosus Mulleri," is a violet colored liquid having the odor of phenol and chloroform. It is said to contain "ferrimethyl-chlor-phenolate."

Antodyne—Is the name given to phenoxy propanediol, obtained by the reaction of water on phenoxy propane-oxide under pressure. It occurs in the form of white needles, very soluble in water and in all the common organic solvents except petroleum ether.

Bromon-Robin—Is a liquid preparation said to contain a brom-peptonate, 40 drops being the equivalent of 1 gram potassium bromide.

Contranginen—Pastilles containing anaesthesin and used in diseases of the throat.

Credargan—A preparation of colloidal silver, said to be more rapidly absorbed than other preparations of a similar nature. It is in the form of pastilles, globules, pills, powder, suppositories and a paste.

Erseol Prunier—Chemically quinine sulphosalicylate. It occurs in bundles of white, silky-lustrous crystals, exhibiting a faintly acid reaction. But slightly soluble in cold, easily soluble in hot water and in weakly acid liquids. It is on the market in cachets containing 0.25 gram each.

Eubilein—A cholagogue, put on the market in gelatin capsules. Insoluble in the stomach but readily dissolved in the intestines.

Glyco-Phenique Declat—Said to be a 10 per cent. solution of pure phenol in glycerin for use in lotions, etc.

Hycol—A disinfectant, said to be a tar product containing 38 per cent. of phenol like substances.

Kresosteril—A disinfectant, in the form of tablets, containing 70 per cent. of cresol and 30 per cent. of oxalic acid.

Limosan—On the market in two kinds of tablets, limosan tablets proper and laxative limosan tablets. The first are said to contain piperazine, phenocoll, lithium carbonate, a salicylate and an acetate. The laxative tablets are composed of senna, rhamnus frangula, rhamnus purshiana, glycyrrhiza and other less active substances.

Menceidin—Tablets containing extract of hydrastis and cotarnine.

Orthonal—A solution containing cocaine, alypin, adrenalin and a serum. In ampoules, containing 1 cc., for the use of dentists.

Parabismuth—Bismuth nucleate, a pale yellow, odorless powder, insoluble in water and dilute acids and said to contain 50 per cent. of bismuth. It passes through the stomach unchanged, but is decomposed in the intestines.

Peppermint-Lysoform—A mouth water. A strongly alkaline liquid tasting of peppermint and said to be a powerful bactericide and deodorant.

Phosphatine Falières—Composed of calcium di-phosphate, sugar, cacao deprived of its fat and other substances.

Plantaginol—A whooping cough remedy, said to consist of sodium phosphate, potassium sulphoguaiacolate, bromides, syrup of ipecac and plantain honey.

Radant—A powder for preparing foot-baths; said to contain borates of the alkalies, tannin compounds, some vegetable powder and a wax-like substance.

Undinol—A powder for the preparation of medicated baths, said to consist of 60 per cent. non-alcoholic solution of soap, and 40 per cent. of extracts and oils of the coniferae.

Verophene—An antiseptic put on the market in three forms, one for the disinfection of telephone receivers, another for the mouth and a third for the treatment of wounds. It is a clear liquid, pale yellow in color, with an acid reaction and tasting slightly of phenol. It appears to be a solution of orthoxy quinoline containing a small quantity of sulphuric acid.

Anogon—According to Dr. Glaser, is mercury diiodparaphenolsulphonate, containing 30 per cent. iodine and about 40 per cent. mercury. The preparation forms a very fine suspension with oil which may be heated to 100 degrees C. for a long time without undergoing decomposition. The author has used anogon hypodermically in syphilis, and reports having had considerable success with it, the syphilitic symptoms disappearing after six to eight injections made five to eight days apart.

Citrosprin—New antiseptic and antineuralgic possessing the combined properties of acetylsalicylic acid and citrated caffeine. It is used in influenza, febrile affections, headache and rheumatic and muscular pains. It is marketed in the form of tablets.

Epinine—Described as chemically a synthetic product, 3:4 dihydroxyphenyl-ethyl-methylamine, possessing all the physiological properties of the suprarenal principle, acting like adrenaline on the blood pressure, heart, uterus, etc. Obtainable in the form of a 1:100 solution.

Eutectan—Is an acid bismuth salt of guaiacol. It forms a brownish powder with a slight odor, and is a powerful local antiseptic. Also recommended as a urethral injection (2 per cent. in water).

Globularin—A glucoside isolated from Globularia alypum. Given in a single dose of 0.1 Gm. it causes at first an increase, then a transitory diminution, of the secretion of urine, with a simultaneous increase of the blood pressure during the first phase (Pharm. Zentralh.). Adapted for the treatment of glycosurias in which the urine contains neither acetone, acetoacetic acid nor ketone.

Gonostyli—Trade name for Unna's paste pencils, composed of water, starch, sugar, dextrin and a remedial agent. The gonostyli are hard but soluble in water. They are made to contain various remedial agents as follows: Albargin, 0.75 per cent.; silver nitrate, 0.2 to 2 per cent.; argonin, 1 per cent.; ichthargan, 0.1 to 0.5 per cent.; protargol, 0.2 per cent.; zinc sulphate, 0.5 per cent.

Hydropyrin "Grifa"—Described as being lithium acetyl-salicylate, and as forming a colorless, odorless, crystalline powder soluble in water. It contains 96.48 per cent. acid and 3.42 per cent. lithium.

Sulfosol—A soluble sulphur preparation possessing all the therapeutic properties of pure sulphur, but free from all irritating properties. It is used alone in skin diseases or in conjunction with mercury in syphilis.

Thioestrin—A sulphur preparation of unknown composition, intended for use in gout, rheumatism and other articular affections.

Joha—Is the name applied (Pharm. Zentralh.) to an oil solution of salvarsan that is said by its promoters to be quite stable. It is being marketed in Germany, in ampoules containing the equivalent of 0.4 and 1.2 gm. of salvarsan.

Adalin—Is the trade name (Pharm. Post.) given to bromdiethyl-acetyl urea. This substance occurs as a colorless, nearly tasteless powder that is only sparingly soluble in cold wa-

ter but freely soluble in alcohol. Adalin is being recommended as a bromide and is given in doses of from 0.3 to 1.0 gm. three times a day.

Some Formulas Seasonable at This Time.

Skin Color Powder (Unna).
 Rice starch 40 grams
 Zinc oxide 25 grams
 Magnesium carbonate 20 grams
 Calcium carbonate (light) .. 15 grams
 Eosine solution (1%) 10 grams
 Toilet Lotion (Quick Drying).

1.
 Glycerin 3 fl. ozs.
 Alcohol 3 fl. ozs.
 Rose water 10 fl. ozs.

Orange water may be substituted for the rose water, if desired. Mix and tint with a solution of cochineal.

2.
 Tragacanth, powder 60 grains
 Borax 60 grains
 Ammonium chloride 120 grains
 Glycerin 3 fl. ozs.
 Water 13 fl. ozs.

Triturate the tragacanth with glycerin to a smooth paste; dissolve the borax and ammonium chloride in a portion of the water, filter the solution and mix it with the glycerin and tragacanth, add the remainder of the water and incorporate by agitation a sufficient quantity of extract to perfume.

Violet Skin Cream.
 Tragacanth 4 drs.
 Benzoic acid 1 dr.
 Sodium borate 1 dr.
 Water 4 ozs.
 Orange flower water 4 ozs.
 Glycerin 8 ozs.
 Oil of orris 20 ms.
 Extract of jasmine 4 drs.

Put the tragacanth in a wide-mouthed bottle and add the water, leaving it standing for several days; dissolve the acid and the borate in a mixture of glycerin and orange flower water, and add this to the tragacanth mixture; shake occasionally for several days, squeeze through flannel, stir in the oil and extract, and put into tubes or jars, adding more water if necessary.

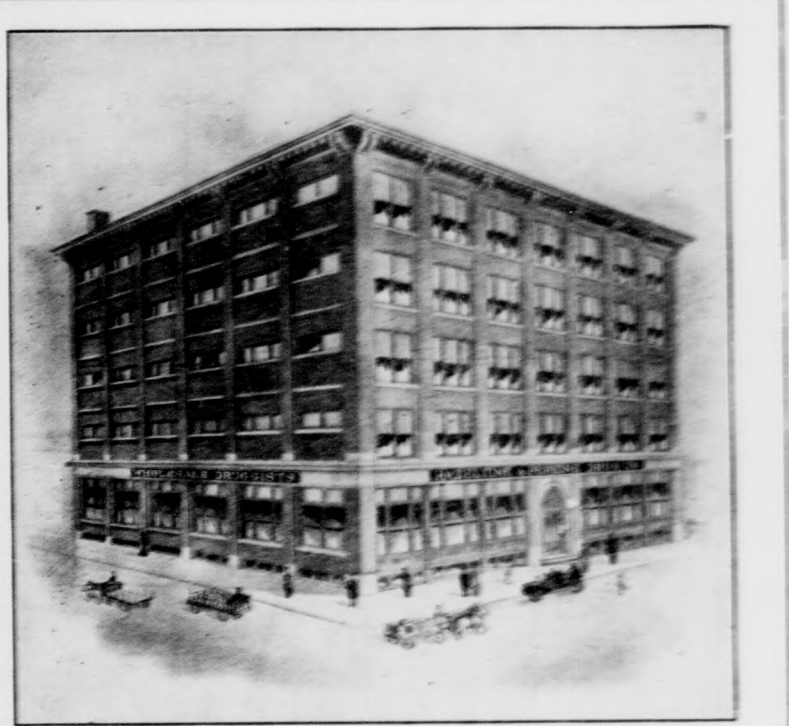
Lotion for Removing Freckles.
 Ammonium chloride 2 drs.
 Zinc sulphocarbolate 20 grs.
 Glycerin 2 fl. drs.
 Orange flower water 5 fl. ozs.
 Elder flower water to 20 fl. ozs.

Corn Cure.
 Chloral hydrate 20 grams
 Lactic acid 20 grams
 Salicylic acid 20 grams
 Venice turpentine 2 grams
 Castor oil 2 grams
 Extract cannabis indica 4 grams
 Collodion 200 grams
 Camphor Cream.

The following makes a cream similar to that used by barbers:
 White wax 1 oz.
 White petrolatum 19 ozs.
 Camphor 180 grs.
 Menthol 180 grs.
 Zinc oxide 4 ozs.
 Boric acid 6 ozs.
 Melt the wax and petrolatum and when cooling stir in the zinc oxide, boric acid, camphor and menthol. Stir until the mixture stiffens.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, Oleum, Potassium, Radix, Semina, Spiritus, Symplicia, Tinctures, and Vanillin. Prices are listed in multiple columns with units and quantities.



Our New Home

Corner Oakes and Commerce

Only 300 feet from Union Depot

Greater Number of Employees, 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.



GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

- Peanuts
Lard
Smoked Meats
Beans
Dairy Feeds
Prunes

DECLINED

- Cheese

Index to Markets

By Columns

Table with columns A through Y listing various goods and their prices. Includes items like Ammonia, Axle Grease, Baked Beans, Bath Brick, Brooms, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chicory, Chocolate, Cider, Sweet, Clothes Lines, Coconut, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour, Fresh Fish, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Horse Radish, Jelly, Mapleine, Mince Meats, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table with columns 1 and 2 listing various goods and their prices. Includes items like Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushes, Butter Color, Candles, Canned Goods, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chicory, Chocolate, Cider, Sweet, Clothes Lines, Coconut, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour, Fresh Fish, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Horse Radish, Jelly, Mapleine, Mince Meats, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table with columns 3, 4, and 5 listing various goods and their prices. Includes items like Chewing Gum, Confections, Sweet Goods, Chicory, Chocolate, Cider, Sweet, Clothes Lines, Cocoa, Coconut, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour, Fresh Fish, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Horse Radish, Jelly, Mapleine, Mince Meats, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

6

Table with 1 column listing various goods such as Royal Toast, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Soda Crackers, etc., with prices.

7

Table with 1 column listing various goods such as Jaxon Mexican Vanilla, Jaxon Terp. Lemon, Jennings (D. C. Brand) Terpeness Extract, etc., with prices.

8

Table with 1 column listing various goods under categories like Meat, Dairy Feeds, Oats, Corn, Hay, Herbs, Hides and Pelts, etc., with prices.

9

Table with 1 column listing various goods under categories like POTASH, PROVISIONS, Barreled Pork, Clear Back, etc., with prices.

10

Table with 1 column listing various goods under categories like Trout, Mackerel, Whitefish, ANISE, SHOE BLACKING, SOAP, etc., with prices.

11

Table with 1 column listing various goods under categories like Pepper, Black, Pepper, White, Muzzey, etc., with prices.

Special Price Current

12	13	14
Square Deal 25	Washboards	Cotton Braided
Star 43	Bronze Globe 2 50	50ft. 1 35
Standard Navy 34	Dewey 1 75	40ft. 95
Ten Penny 28	Double Acme 3 75	60ft. 1 65
Town Talk 14 oz. 30	Single Acme 3 15	Galvanized Wire
Yankee Girl 32	Double Peerless 3 75	No. 20, each 100ft. long 1 90
Smoking	Single Peerless 3 25	No. 19, each 100ft. long 2 10
Sweet Core 34	Northern Queen 3 25	COFFEE
Flat Car 32	Double Duplex 3 00	Roasted
Warpath 26	Good Luck 2 75	Dwinell-Wright Co.'s B'ds
Bamboo, 16 oz. 25	Universal 3 00	
I X L, 87b. 27	Window Cleaners	
I X L, 16 oz. pails 31	12 in. 1 65	
Honey Dew 40	14 in. 1 85	
Gold Block 40	16 in. 2 30	
Flagman 40	Wood Bowls	
Chips 33	13 in. Butter 1 60	
Kiln Dried 21	15 in. Butter 2 25	
Duke's Mixtures 40	17 in. Butter 4 15	
Duke's Cameo 43	19 in. Butter 6 10	
Myrtle Navy 44	Assorted, 13-15-17 3 00	
Yum Yum, 5c per gro 5 85	Assorted, 15-17-19 4 25	
Yum Yum 10c per gro 11 50	WRAPPING PAPER	
Yum, Yum, 1lb. pails 39	Common Straw 2	
Cream 35	Fibre Manila, white .. 3	
Corn Cake, 2 1/2 oz. 26	Fibre, Manila, colored 4	
Corn Cake, 1lb. 21	No. 1 Manila 4	
Flour Boy, 1 1/2 oz. 39	Cream Manila 3	
Flour Boy, 3/4 oz. 35	Butchers' Manila 2 1/2	
Peerless, 3/4 oz. 35	Wax Butter, short c't 13	
Peerless, 1 1/2 oz. 39	Wax Butter, full count 20	
Air Brake 36	Wax Butter, rolls 19	
Cant Hook 30	YEAST CAKE	
Country Club 32-34	Magic, 3 doz. 1 15	
Forex-XXXX 30	Sunlight, 3 doz. 1 00	
Good Indian 26	Sunlight, 1 1/2 doz. 50	
Felt Binder, 6oz. doz. 20-22	Yeast Foam, 3 doz. 1 15	
Silver Foam 24	Yeast Cream, 3 doz. 1 00	
Sweet Marie 32	Yeast Foam, 1 1/2 doz. .. 58	
Royal Smoke 43	AXLE GREASE	
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		
Robertson's Compound 13 1/2		
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 45		
4 1/2 inch, 5 gross 50		
Cartons, 20 2 1/2 doz. bxs. 55		
Egg Crates and Fillers		
Humpty Dumpty, 12 doz. 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		
Ideal No. 7 85		
12lb. cotton mop heads 1 45		
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 25		
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		

Lowest

Our catalogue is "the world's lowest market" because we are the largest buyers of general merchandise in America.

And because our comparatively inexpensive method of selling, through a catalogue, reduces costs.

We sell to merchants only.

Ask for current catalogue.

Butler Brothers

New York

Chicago St. Louis

Minneapolis



Tanglefoot

The Original Fly Paper

For 25 years the Standard in Quality

All Others Are Imitations

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.

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.

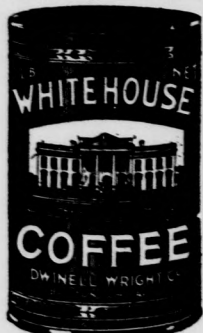
Reynolds Flexible Asphalt Slate Shingles resemble slate in appearance and add much to the looks of a building. They lay as easily as wooden shingles—do not color rain water and are fire resisting. With the use of Reynolds Flexible Asphalt Slate Shingles the most durable part of the building will be the roof.

Send for trade prices and agency proposition.

H. M. Reynolds Roofing Co.

Established 1868

Grand Rapids, Mich.

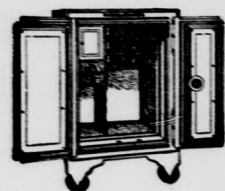


White House, 1lb.
White House, 2lb.
Excelsior, Blend, 1lb.
Excelsior, Blend, 2lb.
Tip Top, Blend, 1lb.
Royal Blend
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit;
Symons Bros. & Co., Saginaw;
Brown, Davis &
Warner, Jackson; Gods-
mark Durand & Co., Bat-
tle Creek; Fielbach Co.,
Toledo.



Small size, doz. 40
Large size, doz. 75

SAFES



Full line of fire and bur-
gular 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
Deaver Soap Co.'s Brand



100 cakes, large size. 6 50
50 cakes, large size. 3 25
100 cakes, small size. 3 35
50 cakes, small size. 1 95
Atlas soap 3 25

Tradesman Co.'s Brand



60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50
Cotton Victor
50ft. 1 10
60ft. 1 35
70ft. 1 60
Cotton Windsor
50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Stock of hardware and general merchandise in Southern Wisconsin. Address A. W. English, Wyocena, Wis. 436

For Sale—A \$7,500 stock of general merchandise located in town of 1,200, Eastern Michigan. Good proposition. Serious sickness. Hurry. Address No. 435, care Tradesman. 435

For Sale—Small clean stock of clothing and shoes, only store in town of 1,000 population. Low rent. Other business. Address No. 434, care Tradesman. 434

For Sale—Two first-class general stores. Best location and business north of Bay City. Come and see me. M. A. Vogel, Sterling, Mich. 433

For Sale—Hardware stock in good location and good territory. Write for particulars. Mann Hardware, Grant, Mich. 432

For sale or rent. Store building in Mantou, 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, 516 Third St., Peoria, Ill. 426

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 \$3,000. W. H. Pulver, Oswego, N. Y. 422

For Sale—Stock of drugs and medicines at a big discount. Will invoice \$1,500. A fine opportunity for man with small capital. Reason for selling, poor health. Must be sold. Address Lock Box 73, Williamston, Michigan. 420

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

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

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, inventorying about \$2,000. Stock of hardware, a dandy. Inventorying about \$3,500. Stock of clothing, shoes, hats, caps, gents' and ladies' furnishing goods. All new stock, inventorying about \$3,000. Address Phillips & Wright, Owosso, Michigan. 399

For Sale—Splendid merchandise business of three departments, groceries, drugs, gents' furnishings and shoes. All clean and up-to-date. Business established thirty-five years. Finest location in city, county seat of one of best counties in Michigan for farming. Fifty miles from Grand Rapids. Will furnish all information to anyone interested. Reason for selling, must go to warmer climate. Address E., care Tradesman. 395

For Sale—Elevator in good bean country. Lake Odessa Elevator Co., Lake Odessa, Mich. 369

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

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, 3c; 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. 244

For Sale—\$1,500 stock groceries and hardware in new farming country Central Michigan. Last year's store sales \$10,000. Produce business connected, 40 cars potatoes shipped this season. Sell at invoice. Wish to go into auto business. Address No. 263, care Tradesman. 263

For Sale—One 200 account McCaskey register cheap. Address A. B., care Michigan Tradesman. 548

Will pay cash for stock of shoes and rubbers. Address M. J. O., care Tradesman. 221

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. Kauffer, Milwaukee, Wis. 92

Cash for your business or real estate. I bring buyer and seller together. No matter where located if you want to buy, sell or exchange any kind of business or property anywhere at any price, address Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Illinois. 984

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., 623 Broadway, New York. 380

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

Want ads. continued on next page.

Here is a Pointer



Your advertisement, if placed on this page, would be seen and read by eight thousand of the most progressive merchants in Michigan, Ohio and Indiana. We have testimonial letters from thousands of people who have bought, sold or exchanged properties as the direct result of advertising in this paper.

Michigan Tradesman

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, May 29—The word quiet can be "writ large" for a heading of almost every grocery staple. Buyers are apparently giving little thought for the morrow and are purchasing only for to-day. The spot coffee market plods along with about as much animation as has characterized it for several weeks, and that is not saying much. Retailers throughout the country are simply paying no attention, and buy from hand to mouth. Quotations as a rule are well sustained. Rios are quoted at 12½@12¾c in an invoice way. In store and afloat there are 2,311,789 bags, against 3,004,785 bags at the same time last year. Milds seem to sympathize with Brazilians in dullness with practically unchanged quotations. Good Cucutas, 13½c.

There is a slight improvement week by week in the tea trade and almost every sort is doing better. Reports from primary points are very generally reporting quotations as showing an advance over last year.

The sugar trade is tedious. While it would only be reasonable to look for a little more activity from week to week, there is only the same old story of waiting. The quotation of 4.90c less 2 per cent. is apparently regarded as too high. Anyway sales are small and neither side seems to show interest.

Rice quotations here show little, if any, change. Stocks are not excessive, but there are enough to meet all requirements. Prime to choice domestic is quoted at 4¾@5c.

Spices generally are well sustained and the demand is as active as might be expected at midsummer. Pepper is especially in good position.

Not an item can be picked up in the molasses market. Of course a few orders are coming in, but from now on there will be little of interest. Good to prime centrifugal is quoted at 25@32c. Syrups are quiet and unchanged.

The dry weather is certainly now a factor to be reckoned with in the canned goods trade. A few more days and the pea crop will be a failure so far as Maryland and Delaware are concerned. This is true, too, as regards the New York State pack. Everything is drying up, and unless relief comes mighty soon the case will be desperate. Tomatoes can stand a good deal of all sorts of weather, but there is a limit even to this. Standard 3s are worth 80c, and it is not likely the supply at this figure will prove very abundant. The whole outlook seems anything but favorable for the crops in this section of the country.

Butter shows an advance. Creamery specials, 25@25½c; extras, 24½c; firsts, 22½@23½c; process, specials, 18½@19c; factory, 16½@17½c. The advance has been so rapid that some dealers think it is being overdone and that a reaction may set in.

A pretty fair demand has existed for cheese. Fancy old stock whole

milk is quoted at 13@13½c; new, specials, 10½c.

Best Western eggs, 17@19c, with a pretty active demand and a tendency to a higher quotation. Supply is moderate and advices show no great quantity in transit.

This Is By No Manner of Means a Cold World.

Written for the Tradesman.

This is a very active age of co-operation. Competition is being forced into the background very fast. The individual who is standing alone in the business world is on very dangerous ground.

We must begin to work hand in hand. The management, execution and manipulations of our business affairs are very closely related—so closely that there is no industry on the face of the earth that we are not interested in directly or indirectly.

We may juggle and try to conceal the idea of co-operation, we may artfully dodge the issue, but the cunning Yankee can plainly see that sooner or later we must fall in line and listen to the family of thoughts that are ruling us.

The impracticability of the one man power is plainly seen and understood when we watch the results of the larger interests who are showing their hand in the business world.

The impracticable and stubborn thought of competition is surrounded by quicksand and there is no way to bridge it over.

The thought of competition brings on discouragement and obstruction. It gives a fellow the nightmare and hinders him from sleep. It is an undercurrent of antagonism and misunderstanding. It is the influence that disrupts and divides harmony, sympathy and the happy family. It is a battleground on which most of the army are killed.

We may snap our fingers and laugh at the thought of competition and threaten to challenge it in all of its branches, but our batteries are not strong enough to withstand its forces.

There is no use talking, we must confederate, co-operate and build our artillery good and strong or we are going to fail.

The thought of co-operation is busy in the minds of every merchant in this world. It does not care much if we do not co-operate with other individuals, but it wants us to unite ourselves with it.

There are too many business men going through life single handed. They have no protection from without nor from within. The large interests are taking advantage of them at every point and many are at sea as to what they should do next to keep their heads above water.

Co-operate, my dear friends, with yourselves. You have all of the force needed within your own brains to combat any influence there may be within and around you.

We must not fear competition in our business as much as that which exists within our own minds. The warfare that is going on in business, as well as in everything else, dwells in the minds of men. We have drawn your attention to the competition in

business and the necessity of co-operation for no other reason than to throw you back on your own individual powers.

Each and every one of us were born with a copartner standing by our side. This partner is wiser than we know. He knows many weeks in advance just what we should do. He is our advance agent, our representative, our running mate, our architect, our inventor, our prosperous and thriving emperor, endowed with full authority—our dictator, governor and ruler of our intellect. We should co-operate with him. This influence is Nature. It holds everything in its hands. All we need to do is to take what we want and use it; but here is where the rub comes in—we do not know what we want.

Nature holds in its two hands a family of progressive thoughts and when there is a child born these thoughts stand by its side ready to take hold of it and make it a successful child, but nine times out of ten the child is side tracked. It is taken away from Nature by and through the power of suggestion—the wrong suggestion—the suggestion of ignorance.

The thought of poverty is ignorance. The thought of prosperity is the spirit of plenty. "The Lord will provide," if we know who and what "the Lord" is. The supply is always equal to the demand. Nature never disappoints any one. If any of her children want things badly enough to get out and work for them, she gives them more than they can carry home. Nature is a success. The reason we fail is because we do not know our copartner.

We should examine the great laws underlying the wonderful facts of the universe and the human family. When we do this we are co-operating with ourselves and when we have found the forces needed competition will take a back seat.

We ought to be great enough to attract success. This world is nothing other than a great big ball of attraction and we are little balls of the same force. What we have we have attracted with our own force and no other person is to blame.

If undesirable things are flying in our direction there is something wrong with us. If good things are coming our way, and are staying with us, we have found the right law of attraction.

Some of us obey Nature naturally. These were born "with a silver spoon in their mouths," as it were. Others have pulled themselves from under the powerful suggestions of ignorance.

Just notice how fast the people are co-operating with themselves and notice the great advancement that is made because of this co-operation. The most practical men of to-day are those who live within their own minds. They have no time to listen to others.

The majority of the people are looking for practical and modern principles to work by. They are all falling in line with Nature. They see and understand that they must be up and doing something.

Co-operation is the word. Competition is hell. People are not going to fight themselves much longer. They are getting wise, thank the modern minds for this. We have a battle to fight with but one influence, and that is ignorance. If you want prosperity, establish within your own mind the thought that you are going to win by working with your own power—your own intellect.

Do not be a coward. Be a practical man. Stand up before Nature and say, "Here I am, give me something to do," and when the bright thought comes do your work at once and do not tell it you will attend to it to-morrow. The reason Nature—the thought of prosperity—does not come to some of us is because we have put it off until to-morrow—just once too often. Again, we wish to say, co-operate with those unseen elements that persistently call on you. Shake hands with them, pull them into your business (or let them pull you in) and stop your false imaginings that this is a cold world.

Edward Miller, Jr.

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

Buffalo, May 31—Creamery, 20@24½c; dairy, 16@20c; poor, all kinds, 12@15c.

Eggs—Fancy, 18c; choice, 16@17c.

Live Poultry — Fowls, 16@16½c; ducks, 16@17c; turkeys, 14@17c; broilers, 30@33c.

Beans — Marrow, \$2.35@2.40; medium, \$2.10; pea, \$2.10; red kidney, \$3.25; white kidney, \$2.50.

Potatoes—40c per bu.

Rea & Witzig.

A little practical experience in business would probably convince Mrs. Annie Nathan Meyer, the woman who has been criticising the stylish dress of working-girls, that something more than "husband-hunting," or feminine vanity, causes working-girls to affect gowns beyond their means. Good clothes are a necessary adjunct to success in business. The dowdy girl is never a success. Every girl of brains and observation knows that. This plain, palpable fact does away with much fine-spun theorizing and many homilies, berating the working-girl for wearing good clothes. Neat and tasteful dress often means the difference between keeping a job and losing it.

Our idea of a fool barber is one who cuts the same customer twice in the same place.

BUSINESS CHANCES.

For Sale—Best grocery in Michigan about \$3,000. Monthly business, \$2,500. James S. Bicknell, Clare, Mich. 440

For Sale—Fine suburban grocery near State Normal. Doing fifty dollars daily. Stock and fixtures invoice about \$1,500. Address C. A. Snider, 316 Peck Bldg., Kalamazoo, Mich. 439

Clerks Attention—Agents wanted every county, solicit accounts for collection from merchants, physicians, newspapers, etc., on commission. Fairest terms to subscribers. Easy to get business. Give references. Universal Rating Assn., Chicago. 438

Mr. Merchant—Can you use the services of a man with eleven years' experience in dry goods, shoes and ladies' furnishings? Give particulars in reply. References exchanged. Address No. 437, care Tradesman. 437

Wanted—Registered pharmacist. One who has had city experience preferred. Schrouder's Drug Store, Grand Rapids, Michigan. 441

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 evi-
dence.

The American Case & Register Co.

Salem, Ohio

J. A. Plank, General Agent, 147 Jefferson Ave., Detroit, Mich.



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These are the two factors in all business that count most for success. Applied
to your delivery service they mean quicker time in getting each package delivered
—a wider territory in which to do business—more pleased customers—a big saving
in wages, rent, feed, upkeep and insurance.

INTERNATIONAL COMMERCIAL CARS

Have proved their quality for business men everywhere under every condition. A
complete series of statistics which we have recently compiled, show that Inter-
national Commercial cars are saving their owners from 25 to 50 per cent. over horse
drawn vehicles and doing this month in and month out. Let us send you copy of
these reports.

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**WORDS OF
The Wise Merchants**

to buy *one* case at a time at the *bottom* price—and is sold
to *all* buyers alike—is

**"Won its FAVOR
through its FLAVOR"**

Kellogg's



Fresh Goods

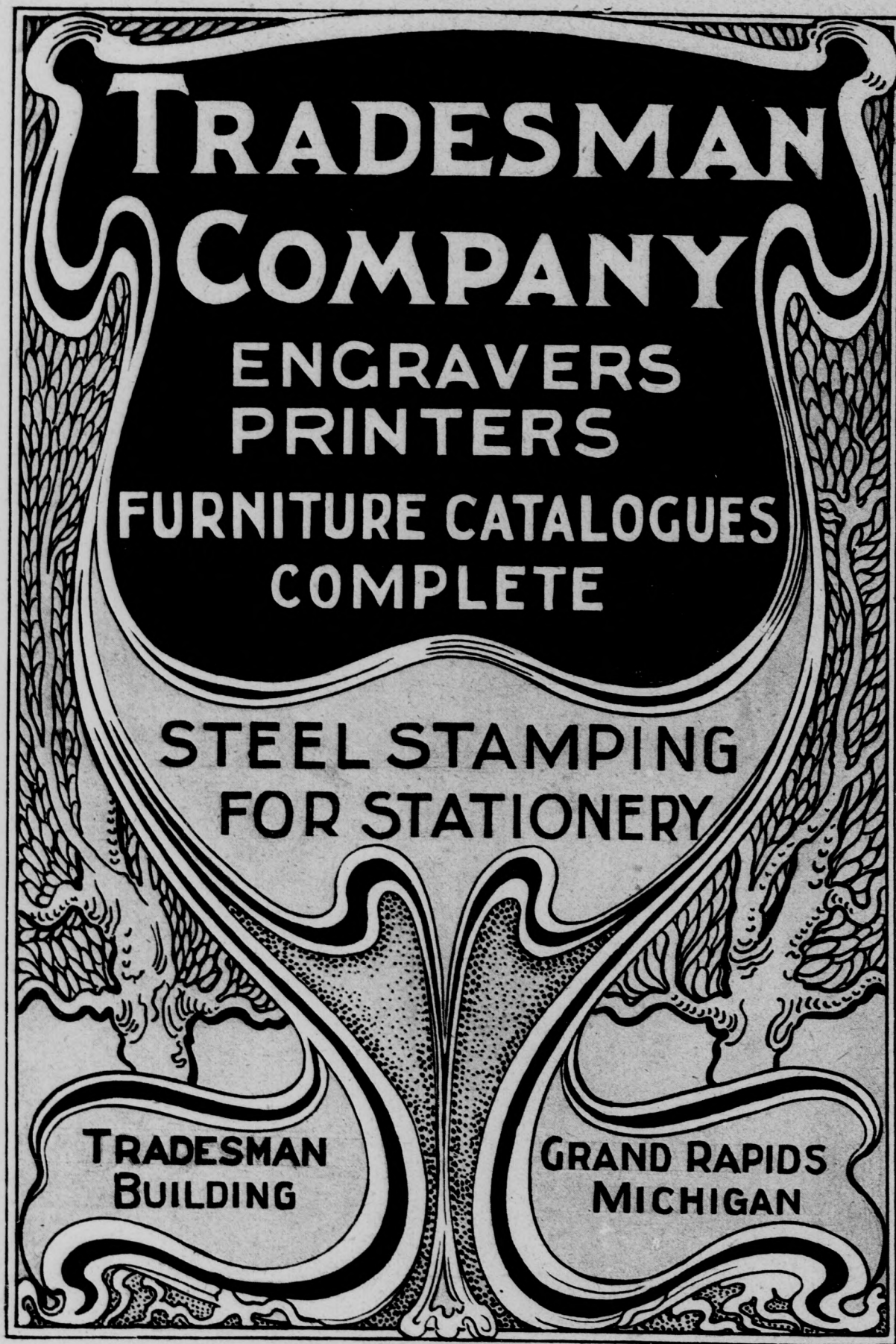
J. W. RITTENHOUSE

Official Organizer for the Pennsylvania Retail Merchants' Association

"Some time ago I assisted in adjusting a fire loss for a grocer. Among
the stuff set aside for adjustment of loss sustained was a lot of breakfast food
supposed to be damaged by smoke. I opened several packages and found
them not damaged by smoke—but decidedly stale.

"Among the Cereals put out as damaged by smoke, none of which had
the least trace of smoke, were Kellogg's Toasted Corn Flakes, three other
advertised brands and others, not one of them crisp and fresh but Kellogg's
Toasted Corn Flakes. Why? Kellogg's was the only Cereal there not
bought in quantity. Single case purchases kept it on the shelf fresh, crisp,
wholesome and appetizing. From every standpoint, considering quality,
capital or warehouse room, the square deal policy is the best and only
policy for the Grocer."

Mr. Grocer, the *only* flaked food
sold in America which allows you



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