

# The Need of the Hour

No man who has been in the general store or variety business more than one summer need to be told that during this season most purchases are from a quarter down.

It is the little things the people want—summer specialties in things to wear and use in the home.

And the moral to be gained from this is obvious. Clearly the goods to feature are those which sell fastest and pay best profits—five, ten and twenty-five cent goods.

We make it our part to supply these goods, at the *TIME* you need them, in quantities you can use, at prices that permit of right profits.

Do you know what our offerings are for this June? Have you studied your copy of our catalogue? Look into the matter now. If you haven't a copy ask us to send No. F. F. 888 right away.

---

## BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

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

## 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.

# "SELLING"

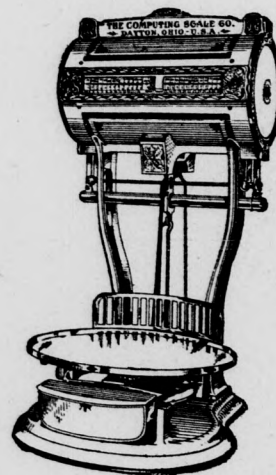


That's what the grocer is pleased to learn about any item in his stock. All dealers who handle

## WHITE HOUSE COFFEE

Find that IT sells very FAST

Distributed at Wholesale by  
**JUDSON GROCER CO.**  
GRAND RAPIDS, MICH.



## Ask the Man Who Uses Them

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

### Twenty Years of Service

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

### Gold Finish, Glass End, Low Platform No. 144

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

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

The Computing  
Scale Co.  
Dayton, Ohio

Moneyweight Scale Co.

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

Direct Sales  
Offices in All  
Prominent Cities

Please mention Michigan Tradesman when writing

## 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, JUNE 7, 1911

Number 1446

## SPECIAL FEATURES.

Page	
2.	Merchants' Week.
3.	Trade Excursions.
4.	News of the Business World.
5.	Grocery and Produce Market.
6.	Detroit Produce Market Page.
7.	The Druggists' Profits.
8.	Editorial.
10.	Right or Wrong.
12.	Butter, Eggs and Provisions.
14.	California Olives.
16.	Clothing.
18.	Good Advice.
20.	Woman's World.
22.	Dry Goods.
24.	Sundry Subjects.
30.	Stoves and Hardware.
32.	Shoes.
36.	Banking.
38.	Saginaw.
40.	The Commercial Traveler.
42.	Drugs.
43.	Drug Price Current.
44.	Grocery Price Current.
46.	Special Price Current.

## INDIANA ITEMS.

### Business News From the Hoosier State.

Indianapolis—Linen umbrellas with green linings will be the distinguishing mark of the Indianapolis Trade Association members, on their trip into southern Indiana, June 19, 20 and 21. Every man on the trip is to be umbrella-armed when he boards the special Pennsylvania train. Special marshals will be appointed to see to it that every umbrella twirls merrily in the parades to be given in the cities and towns to be visited. There has been much good-natured argument among the members as to a proper "uniform" for the trade extension boomers. Somebody suggested white silk hats, but Harold Hibben, Jr., objected, for he said he looked good in only one style hat—and the white silk hat was not that style. Another member proposed white duck trousers, but the reminder that the wearers would be gone three days, and that they would sleep on the train, put that uniform out of the question. Finally, Lew W. Cooper, chairman of the trade extension division, suggested uniform umbrellas. He argued that there will be such a hot time on the trip, owing to the enthusiastic welcome anticipated in each town, that the umbrellas would serve a double purpose. So the umbrellas will be the official 'uniform.' More than fifty business houses that are members of the association already have made reservations on the special train for their representatives. The officers hope to carry at least one hundred boomers, aside from the band of fifty pieces. The five compartment sleepers will accommodate one hundred, and the band will have a sleeping car to itself. Some of those who have been early in making reservations are requesting special locations in the compartment cars, and Secretary Leroy E. Snyder says it is a case of first come, first served. He urges, however, that all who expect to make the trip notify him at once, as it is necessary to know a considerable time in advance how many are to be provided

for. A subcommittee from the trade extension division, with W. J. Moon-ey as chairman, has announced the following list of cities and towns to be visited: Paragon, Gosport, Spencer, Freedom, Worthington, Switz City, Lyons, Sanborn, Edwardsport, Bicknell, Bruceville, Vincennes, Oaktown, Carlisle, Decker, Hazelton, Patoka, Princeton, Ft. Branch, Haubstadt, Owensville, Cynthiana, Poseyville, Wadesville, Mt. Vernon, Evansville, Oakland City, Petersburg, Washington, Plainville, Elnora, Linton and Bloomfield. These towns are regarded as the live business centers of southern Indiana. The Indianapolis jobbing houses and factories that are represented on the trip are expected to reap a new harvest from that part of the state. It is for this reason that the active heads of the concerns are being urged to make the trip, as it is regarded a matter of the utmost importance that more than the usual courtesy shall be extended to the retail merchants in the several towns by the business men from the capital city. A booklet is being prepared for distribution on the trip. Members of the association who desire, will have special advertisements in the book. The material is now being gathered by Secretary Snyder.

Goshen—The Stephenson Company, of South Bend, manufacturers of woolen underwear, have obtained a site for mills in Goshen, with the assistance of the Commercial Exchange, of this city. The erection of the factory buildings will begin at once. A large brick building, formerly the property of the Goshen Rubber Company, is being remodeled, and will also be used by the Stephenson company.

Decatur—Levi Barkley and J. J. Magley have engaged in the meat business under the style of the South Side Meat Market.

Richmond—H. H. Engelbert has opened a cigar store.

South Bend—Peddlers and hawkers can not ply their trade in South Bend without displaying in a conspicuous place a badge given them when they secured their license from the City Controller. A new ordinance governing the business, which is more stringent than the one repealed by the measure now in force, became effective last night with its final legal publication. The Mayor is given authority to revoke the licenses of all peddlers violating the provisions of the ordinance. A penalty of \$5 to \$25 is provided for violations also, and the statute specifies that each day's violation is considered a separate offense. The first section of the ordinance, which is designated as ordinance No. 1590, defines the kinds of business in the peddling and hawking classifica-

tions, and exempts the selling of newspapers, also the sale of fruits, vegetables and produce raised by the parties engaged in peddling them. "It shall be unlawful," the first section provides, "for any person to carry on the business of hawking or peddling within the corporate limits of the city of South Bend at wholesale or retail by carrying, exposing or crying for sale within any street, alley, place or building or otherwise any article of commerce, without a license from the city for that purpose; Provided, That this section shall not apply to the sale of newspapers, nor produce or provisions, or fruit, when such produce or provisions or fruit is of peddler's or hawker's own raising, nor to wholesale traveling merchants, who sell only to resident retail dealers in like commodities." Fees are provided for in the second section, which specifies: "Licenses to hawkers and peddlers shall be signed by the mayor and countersigned, registered and delivered to the applicant by the controller upon payment of license fee as follows, to-wit: For carrying goods by hand or push cart, \$5 per month, or \$20 per year. For carrying goods on any kind of vehicle except push cart, \$10 per month, or \$25 per year for each vehicle. The city controller shall furnish each licensee a badge or placard with the name of licensee, number of his license and date of license legibly placed therein and the cost of such badge or placard shall be paid by such applicant at the time he applies for and pays the license fee herein above provided for. Provided further, That such placards or badges for vehicles shall be at least 10 inches in length and five inches in width, and for person shall be at least three inches in length and two inches in width. The controller shall, upon tender of the cost of a badge or placard and due proof of loss of such badge or placard, furnish such licensee with a duplicate one," the third section declares. "That it shall be unlawful for any person who is carrying on the business of hawking or peddling within the corporate limits of the city of South Bend, Ind., to carry on the same unless he has the placard or badge furnished by the city controller, as provided for in section two of this ordinance, placed in a conspicuous place on the right side of his vehicle or vehicles, or conspicuously worn upon his person, if he sell and carry his goods by hand."

Evansville—Although reports have been sent out of Indianapolis that a "bad egg" law, subjecting retailers to fines if they dispose of the rotten fruit, went into effect yesterday, the local health department says no instructions have been sent out by the state health board to enforce such a

law. In fact, City Food and Milk Inspector Frick declares he has been unable to find anything in the statutes about the alleged bad egg law. Inspector Frick is peeved over the neglect of the state department to give him early information. Under the new regulations produce dealers who are found with decayed eggs in their possessions will be prosecuted. Specific instructions have been sent out by H. E. Barnard, chemist of the state department, to different portions of the state, but no such orders have been received in Evansville, according to Inspector Frick. A dispatch from Indianapolis says: "Field inspectors in the employ of the food and drug department have received specific instructions from H. E. Barnard, head of the department, to arrest and prosecute all produce dealers who are found with decayed eggs in their possession, the prosecutions to be made under the act of the recent general assembly providing against the sale of such eggs. Mr. Barnard is receiving hundreds of letters asking for the posters explaining the new egg law, the placards to be distributed among the farmers and other egg producers of the state. The letters are sent in by buyers, who have entered on a campaign of education among the producers. Mr. Barnard is referring all the requests to Purdue university, where a department of poultry husbandry has been established to educate the farmers of the state in the care of poultry and in the production and handling of eggs. Virtually all the dealers seeking assistance from the state department have approved the new law, but they say that until the farmers are taught how to care for eggs the dealers will be in danger of prosecution under the statute. Hence their desire to have every farmer along their huckster routes supplied with placards explaining how to care for eggs."

Too many men accept defeat because they think they lack some special qualification—some spark of genius which really is not needed at all. It is not genius which they are in need of, but the bourgeois, commonplace, every-day capacity to buckle down to work. This capacity could be cultivated if they put their minds to the task. And they would find it immensely more worth while than the "spark of genius" which they credit to other men, complaining because they themselves were not endowed with it.

### Some Ball Player.

"Is he much of a ball player?"

"I should say he is. Our President shook him by the hand and called him by his first name."

## MERCHANTS WEEK.

### Fifth Annual Event an Unqualified Success.

The fifth annual Merchants Week entertainment last week was the most successful and most satisfactory that has yet been given. The attendance may not have been quite up to the high mark established two years ago. It was a quality attendance rather than numbers. The "old man" came, bringing his wife, instead of sending his clerk and sweetheart. It was a business function with entertainment as an incidental rather than a frolic.

In former years the plan has been to keep the amusements to the last, devoting Friday afternoon to fun at the lake, and to have the banquet in the evening, and this plan made Friday the big day. This year the enjoyment was distributed, with the show at Ramona and the ball game Thursday afternoon and the banquet as the closing feature Friday afternoon, and the new plan worked to a charm. Those to whom the merry-go-round and roller coaster appealed came Thursday; those whose preferences ran to the pleasures of the banquet board came Friday. Some came Wednesday and many Thursday to stay right through.

It was a representative crowd that came, more so than ever before. The proportion was very large of the solid business men and successful merchants, and all the State from Mackinaw to the Indiana line and beyond was represented. They came from the Saginaw Valley and from the "Thumb," and there were some from the towns close to Detroit. There were more new faces than usual, some of merchants who have done some trading here but have never visited the market, and some who took this opportunity to get acquainted with Grand Rapids and to see what it had to offer, and who, it may be expected, will become customers in the future.

At these Merchants Week festivals in the past it has been customary to pass up business, and to make the occasion one of good fellowship. When the "old man" comes to town, however, it is usually with a purpose. The visitors this year to a greater degree than ever before had an eye to business. They appreciated the good time offered them but they also wanted to see the goods. It is stated the orders actually placed during the week showed a larger aggregate than the four previous festivals combined. This was as gratifying as it was unexpected to the local wholesalers and jobbers, who did not solicit trade but were glad to accommodate when the visitors asked to be given the chance.

Thursday afternoon was given up to the frolic at the lake. Coupon tickets good for the ball game, the theater and all the concessions were furnished the visitors, and the wholesalers and their salesmen joined heartily in the fun. It was as much a holiday for them as for their guests, and there was nothing on the programme they did not try. The joy wheel, the flying swing, the roller

coaster, the merry-go-round—the city men were boys once more and they set a hot pace for the country merchants in enjoying it all, even to the peanuts and pop corn and root beer. There were no formalities, and dignity was laid aside for the day.

The banquet, which two years ago was given under a big tent at the lake in the evening, was spread this year in the Coliseum down town in the afternoon. It was a chicken banquet with all the trimmings, served by Jandorf, with Tuller's orchestra discoursing music. Wm. B. Holden, chairman of the Wholesalers' Committee, made a brief welcoming address. Rev. A. W. Wishart was toastmaster, and the speakers were A. H. Vandenberg, of this city, and Herbert S. Bigelow, of Cincinnati. The banquet closed in time to permit those who wished to catch the afternoon and early evening trains home.

Many of the merchants brought their wives along and special attention was given to their entertainment. While the merchants made the rounds of the wholesale houses, their wives were sent joy riding in automobiles or the street cars to see the city, or were directed to the retail district to enjoy themselves in their own way. Friday afternoon they were entertained at the St. Cecilia by local ladies with a reception, a luncheon and a musical programme. Arrangements had been made to take them to the Playgrounds to attend the summer festival of the school children and to see the games and folk dances, but the entertainment had to be postponed on account of the rain.

A pleasing feature of the week was the special attention and courtesies given the visitors by the retail merchants. In every store visitors wearing the badge were made welcome. Whether they wanted to shop or just to look around made no difference. In many instances the proprietors and heads of departments were on the floors to meet the visitors and to show them around. The retailers cooperated heartily with the wholesalers in the entertainment of the merchants and their wives, and did their share to make the city's guests glad they came.

The festival certainly was a success. The Wholesalers' Committee Mr. Holden chairman, and all the sub-committees worked hard and efficiently, and not a detail was neglected. The only flaw was the rain Friday, which undoubtedly kept many of the nearby merchants from coming. About 500 banquet tickets, spoken for in advance and reserved, were not called for, and this is taken as the measure of the weather's deterring influence.

### Furniture Workers' Long Work Day. Written for the Tradesman.

During a recent sojourn in High Point, N. C., "the Grand Rapids of the South," in the furniture manufacturing industry, the writer met an old rebel Colonel, the proprietor of the leading hotel, if any one of the several public houses of the town is entitled to that distinction, who assumed to know much about the business of manufacturing furniture, not only in High Point but in other

towns located in the Southern States. "The South has many advantages not possessed by the North for manufacturing furniture," the Colonel explained. "First, we have cheap lumber; second, cheap plants; third, cheap help; fourth, long working days; fifth, low freight rates." There is still an abundance of native timber available to the manufacturer of furniture in the middle and South Atlantic States. Lumbering is not expensive, as the rivers and creeks are full the greater part of the year and the ice never covers them as it does in the North. Besides, the managers of the railroads know that cheap lumber is an essential for the successful manufacture of furniture in the Southern States and are most considerate in the fixing of rates of freight on lumber, logs and furniture. Many of the plants are very cheaply built, especially so in High Point. No heat is required in the winter—an item of considerable expense to the manufacturers of the North. Labor is not well paid—the shop hands live cheaply on plain food and have no extravagant habits. A moderate wage scale satisfies them. The shop hands come from the farms and plantations where the work day begins and ends with the rising and the setting of the sun. These men do not regard the work day of twelve hours as unreasonable.

With these facts before them for consideration the furniture workers of Grand Rapids ought not to have expected compliance with their demands upon the local manufacturers for a nine hour work day and an

increase of 10 per cent. in wages. The manufacturers of Grand Rapids are obliged to compete with the favored manufacturers of the South in the markets for orders, and, rather than add one penny to the cost of producing and marketing their goods under the existing conditions, many, doubtless, would close their factories and take up other employment.

Responses to enquiries made by the writer in High Point, Lexington, Winston-Salem, Memphis and other points substantiated the claims of the Colonel as to the advantages possessed by the manufacturers of the South over their competitors of the North. A majority of these factories produce cheap furniture, a class of goods that were largely manufactured in the State of Michigan a decade ago. The loss of this business was caused by the inability of the manufacturers of the North to meet Southern competition. The manufacturers of the South are now fitting up their plants to turn out medium and fine goods, thereby encroaching upon the small field of trade open to the manufacturers of the Northern States and especially to those of Grand Rapids.

Arthur S. White.

### The Supreme Test.

Brownly—Is Jones contented?

Townly—I should say so; I never heard him complain of the way his child is taught in school.

"Thank goodness, the banquet season is over!"

"Yes, but the basket picnic season is just beginning."



# LOOK!

Our large retail store at Vicksburg is **FOR SALE**. It's **Best** in every sense—**best stock, best town, best trade**. A chance for some **Hustler** that's plugging along in some small town to tumble into a **good business**. Write us and we'll tell you all about it.

Address

**J. A. Richardson**  
Vicksburg, Mich.

## WORDEN GROCER COMPANY

### The Prompt Shippers

Grand Rapids, Mich.

## TRADE EXCURSIONS.

## Some Gaps Which the Local Jobbers Might Close.

Now that Merchants Week is out of the way the next thing will be the Trade Extension Excursion. In former years it has been customary to arrange for one excursion and take a week for it. Last year the trip was north on the Pere Marquette to Bay Shore, the station this side of Petoskey. The year before it was east on the Pere Marquette to Howell, and west and north to Greenville, Stanton and Howard City, returning by way of Alma. This year by general consent the trip will be north on the G. R. & I. to Mackinaw, and if precedent be followed this trip will be taken some time in September. It is generally agreed that these excursions are exceedingly productive as trade bringers. The up-State merchants are glad to welcome the excursionists, and the latter gain important information not only as to local conditions but also as to new prospects for business. The value of these trips being conceded the question naturally arises, Why do not the wholesalers and jobbers do as they do in other cities and give more of them? Detroit has just sent a large excursion by steamer to Marquette and Houghton to hit up the Upper Peninsular trade, and will follow this by a steamer excursion to Mackinac, touching at all the lake ports, and then by several interurban one-day trips, and finally by a special train railroad excursion. This is the

Detroit plan of campaigning for trade. Milwaukee sends steamer excursions to the lake ports, including the towns along the Michigan shore, and railroad excursions into Wisconsin and the Upper Peninsula. Cleveland uses the steamboats, interurbans and railroads, and so does Buffalo. Toledo and Indianapolis make use of the interurbans for short trips and the steam roads for more pretentious tours. In New Orleans, which the North still looks upon as slow and unprogressive, the merchants made a steamer excursion to the river ports and also a week's railroad trip by special train. St. Louis uses river boats, interurbans and the railroads. The Minneapolis merchants last year tried automobile excursions to points within striking distance and it is said with excellent results. Omaha did the same. With these examples as to what other cities are doing, why should not Grand Rapids get into the game of drumming trade with greater vigor than in former years? This city can not very well send out steamboats, but we have interurbans and automobiles, and if other cities use them why should they not be used here? The Holland interurban runs to Saugatuck, through a well populated, thrifty, prosperous district naturally tributary to Grand Rapids, but reachable from Chicago by the lake steamers. Is Grand Rapids getting all the trade in this district it should have? This could easily be found out by a trip over the road, stopping at every station. Such a trip by special car could easily be made

in a day, and it would be very inexpensive. What is true of the Holland interurban is equally true of the Muskegon. Last year the Board of Trade made a visit to Muskegon, going by car to Grand Haven, thence by boat to Muskegon, returning by interurban. This was very enjoyable as an inter city social function and undoubtedly had a beneficial influence on trade, but there is much territory between here and Muskegon that ought to be deserving of special attention. Every town and stopping place along the line could be visited in a single day and there would be time for long enough visits at the important points to be worth while.

With only two interurbans this city's resources in this direction are easily covered, but what is the matter with automobiles? Omaha, Minneapolis and other cities find there is profit in burning gasoline, and with very little figuring half a dozen or more routes could be laid out from Grand Rapids for one day trips. One route might take in Mill Creek, Alpine, Sparta, Rockford, Grattan, Greenville and Belding, returning by way of Ionia, Saranac, Lowell, Ada and Cascade. There are good roads all the way and undoubtedly there is enough business along this route to be worth looking after. Another route might be south by the Lake shore towns to Allegan, Otsego and Plainwell, and returning by way of the G. R. & I. towns of Monteith, Martin, Bradley and Wayland. Still another route might be by the Michigan Central towns to Hastings, Nashville or Char-

lotte and back by the Pere Marquette towns of Grand Ledge or Woodburg. Still other routes could be laid out into trade territory that is worth cultivating, and easily covered in a day. There are enough automobiles in the wholesale trade to make a good showing, and a procession of autos passing through the country suitably placarded would in itself be a good advertisement for the city.

If these one day trade extension excursions are to be given, and certainly there ought to be money in them, the planning should begin early so as to have them at intervals during the summer, with the big excursion in September to Mackinaw as the last of the season.

## Sarcasm.

John Redmond, the Irish leader, was annoyed on his last visit to America by the commiserating and ignorant remarks on Ireland made by a New York woman at a banquet.

"Is it true, Mr. Redmond," this woman finally asked, "that the Irish eat nothing but potatoes?"

Mr. Redmond laughed harshly.

"That is quite true, madam," he replied, "and when we have eaten the potatoes' insides, we clothe ourselves with the skins."

## Keeping Friendship in Repair.

If a man does not make new acquaintances, as he advances through life, he will soon find himself left alone. A man should keep his friendship in constant repair. Johnson.

**ROYAL**  
  
**BAKING POWDER**  
 Absolutely Pure  
 The only baking powder  
 made from Royal Grape  
 Cream of Tartar  
 No Alum, No Lime Phosphate

ALL grocers should  
 carry a Full Stock of  
 Royal Baking Powder.

It always gives the  
 greatest satisfaction to  
 customers, and in the  
 end yields the larger  
 profit to the grocer.



### Movements of Merchants.

Mackinac Island—P. McCrone has opened a meat market.

St. Johns—Richard & Sagers have opened a new meat market.

Coldwater—Harry Lopez has opened a fruit and candy store.

Clare—Clyde Harris succeeds J. W. Smith in the notion business.

Lyons—M. D. Kelley is preparing to put a stock of groceries in the Thayer building.

Negaunee—Mrs. E. Steinbeck, will open a restaurant in the Malloney building on Jackson street.

Royal Oak—The capital stock of the Royal Oak Lumber & Supply Co. has been increased from \$15,000 to \$20,000.

Clio—The Clio State Bank has been incorporated with an authorized capital stock of \$25,000, which has been subscribed.

Levering—J. B. Clark & Son have added a line of men's furnishing goods and shoes to their general merchandise stock.

Mulliken—E. L. Cole has sold his shoe stock to Arthur Lowell, of Grand Rapids, who will conduct the business in the future.

Winn—W. M. Stelgenbauer has opened a furniture store here. It will be conducted as a branch of his Shepherd establishment.

Detroit—The T. L. Company has engaged in the mercantile business with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Levering—J. B. Clark & Son have bought the stock of general merchandise of Chas. Harman, at Pellston, and consolidated it with their stock.

Flint—John B. Wilson, who had been engaged in the hardware business in this city for the last thirty years, recently died of heart trouble.

Wayland—Earl Ewing has bought the confectionery and cigar stock of Mrs. Minnie Hofmann, formerly owned and kept by the late A. Sessions.

Shelby—G. L. Runner has moved his grocery stock from the Wheeler building, combining it with the L. H. Wood stock purchased by Runner & Spellman.

St. Louis—C. N. Wood, of Minnesota, a former St. Louis boy, has purchased the stone front bakery of Ed. Clark. He is now overhauling and improving the oven.

Manistee—The Loudon Clothing Co. store has been closed and the stock will be sold to satisfy a chattel mortgage. The date of the sale has been set for June 8.

Bronson—P. B. Exelby has purchased the Paulson drug stock and will move here from Chanute, Kas.,

with his wife and son. Mr. Exelby and family lived here a few years ago.

Greenville—Passage & Shauman have sold their drug stock to Chas. Gould, who has been head clerk in the John J. Milburn drug store, at Eaton Rapids, for the past three years.

Benton Harbor—J. M. Luce & Co., who have been in the grocery business at 491 Pipestone street for some time, have sold out to M. P. Jackson. Mr. Luce expects to locate with his family in South Bend.

Hillsdale—The Hillsdale Produce Co. is the name of a new company just started in the city, most of those interested being connected with the Hudson Produce Co. They will buy butter, eggs and poultry.

Dimondale—Mr. and Mrs. C. T. Bramble have purchased the general stock of A. W. Nisbet, which was located in their building on the south side, and will continue the business under the firm name of C. T. Bramble & Co.

Port Huron—The K. A. Eichhorn Co. has engaged in business to deal in candy, tobacco, cigars, etc., with an authorized capital stock of \$1,500, which has been subscribed, \$500 being paid in in cash and \$1,000 in property.

Marshall—F. C. Durkee will have the management of the M. A. Manning general stock recently purchased by B. W. Pinch, a merchant and real estate dealer of Battle Creek. Mr. Durkee was for years in the employ of Mr. Manning.

Grant—Floyd W. Titus, four years engaged in the retail meat and grocery business in this place, has purchased the meat business and stock of W. J. Peets, thus placing the entire retail meat business of the village under the one head.

Reed City—James Howard, of Cadillac, has purchased the Montgomery & Smith meat market. Mr. Howard is an experienced butcher and formerly had charge of the Montgomery & Smith market at Cadillac. The name of the new firm will be the James Howard Co.

Houghton—W. J. Bloy, of Calumet, proprietor of the Bloy Furniture and Undertaking establishment, has secured a lease on the store room in the Masonic temple building to become effective on August 1, and by that time Mr. Bloy expects to have a complete stock of furniture installed.

Owosso—W. H. Van Sice has purchased the coal, salt, lime and milling business of Brooks & Son, West Main street, and has taken possession. Mr. Van Sice expects to make considerable improvements to the property, which he has also purchas-

ed, and will install and maintain a complete stock.

Grand Haven—Peter Lubin will close out his flower store and retail business in this city this week and discontinue his connection with Martin Kieft and Peter Roossien in the greenhouse business. After disposing of his interests here he will leave for Chicago, where he has a situation in one of the American Beauty greenhouses.

Grand Ledge—Following the closing of his store last week on a chattel mortgage, F. S. Ewing filed a petition in bankruptcy with the referee at Grand Rapids. The liabilities are given at about \$6,800, with assets estimated at \$1,500. B. D. Niles was named as receiver and he is now in charge of the store, which is open and doing business.

Birmingham—The general store, house and barn of W. L. Lamb at Big Beaver were destroyed by fire June 2, nothing being saved but the household goods. There was an 80-gallon tank of gasoline in the store, but it did not explode. Only the day before had Mr. Lamb increased his insurance from \$4,500 to \$5,000, which will about cover his loss.

Harbor Springs—P. A. Powers has about closed out his shoe stock and the building he now occupies will be used by three business firms by the first of June. Mr. Powers will continue in the shoe repairing department at the old stand. Morris Powers will occupy a part of the room with his plumbing supplies, and Geo. Wheeler will open a dray office on the same floor.

Negaunee—Ray Muck, of Ishpeming, has been given charge of F. Braastad & Co.'s meat market here, taking the place of Ben Youren, who recently resigned to take a position with his father-in-law, Captain William Allen, on the Menominee range. Mr. Muck is a son of Frank Muck, who has had charge of Braastad & Co.'s market in Ishpeming for a number of years.

Kalamazoo—F. W. Hinrichs, one of the city's progressive young business men, has become possessor of A. C. Wortley's jewelry stock on West Main street. The store is the oldest jewelry establishment in this section of the State and Mr. Wortley is the oldest merchant in this city in point of continuous service. He has been in business here for forty-five years, occupying the store on West Main street since 1881.

Port Huron—The Home Outfitting Co., of Toledo, has leased the store now occupied by Charles F. Taylor, also the building back of it, and will establish a branch furniture store in this city. The work of remodeling the store will begin on July 1, and it is expected that the new hardware company will begin business about August 10. Charles F. Taylor, who has occupied the building for the last thirty years, finds himself obliged to seek new quarters.

Cadillac—A business change has been effected at Seegmiller Bros.' store whereby John A. and Walter Seegmiller have taken over the entire stock of the store, buying the interest of their brother Oscar, who has been

the third member of the firm. The latter goes to Chicago where, with another brother, Charles, he will soon start a grocery on the north side of that city. The active management will devolve entirely upon him, Charles having only a financial interest.

Lansing—Frank E. Yakeley, the junior member of the dry goods firm of Yakeley Bros., has purchased the interest of W. P. Yakeley and will continue the business. For many years W. P. Yakeley has been known as one of the progressive business men of the city. He has been engaged in the dry goods business in this city for more than twenty years, coming to Lansing from Morrice. Six years ago he sold a half interest in the business to his brother, Frank, of Quincy, who has conducted the business since then. Three years ago W. P. Yakeley moved to Los Angeles, which has since been his home.

### Manufacturing Matters.

Owosso—Wm. F. Juhl has opened a cigar factory in the building on West Main street formerly occupied by Wm. Feindt.

Bay City—The Bay City Ice Cream Co. has engaged in business with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Marquette—The Stephenson Charcoal Iron Co. has been organized with an authorized capital stock of \$150,000, of which \$15,000 has been subscribed and paid in in cash.

Lansing—The Ideal Gas Engine Co. has engaged in business with an authorized capital stock of \$150,000, of which \$110,000 has been subscribed, \$85,000 being paid in in cash and \$25,000 in property.

Detroit—The Robert Mitchell Co. has engaged in business to manufacture tape sealing machines, etc., with an authorized capitalization of \$30,000, of which \$20,000 has been subscribed, \$90 paid in in cash and \$7,230 in property.

Kalkaska—The Kalkaska Handle Co. has engaged in business to manufacture broom handles and wooden articles, with an authorized capital stock of \$12,000, which has been subscribed, \$4,000 being paid in in cash and \$8,000 in property.

Detroit—A new company has been incorporated under the style of the Detroit Provision Co. to manufacture sausage and meat products, etc., with an authorized capital stock of \$12,000, of which \$6,500 has been subscribed and \$6,000 paid in in cash.

Plymouth—A new company has been organized to manufacture pop guns, toys, games, etc., under the style of the Bennett Manufacturing Co., with an authorized capital stock of \$20,000, of which \$11,000 has been subscribed, \$5,000 being paid in in cash and \$6,000 in property.

Holland—The Barnes-Baker Co., of St. Joseph, manufacturers of a folding umbrella, will remove their factory to this city. Local capitalists are interested in the enterprise and have subscribed for \$15,000 worth of stock. A complete and up-to-date plant will be built.



### The Grocery Market.

**Sugar**—Indications point to a firmer market on both refined and raw, but there has been no change in prices during the present week. Demands are gradually expanding all over the territory and dealers are carrying larger stocks than a short time ago, although there is nothing doing in speculative buying. The sugar business is light for the first of June, which is partly caused by retailers not stocking any for future needs. The position appears to be a reasonable one. Raws have been restored to a normal position on the coast and in Europe.

**Tea**—The Japan market continues very firm and early advances maintained. Possibly the lower grades will show less advances than the higher grades. Cables just received tend that way. The total Japan exportations to America last year were 38,873,807 pounds, showing an increase of nearly 3,000,000 pounds over the year before and indicating a greater consumption in this country of Japan teas. Formosas are unusually strong and bringing good prices. Congous remain about the same while Gunpowders are scarce and high.

**Coffee**—The market on spot coffee is about the same as it was on May 15, but it is certain to be higher if the market in the East continues to climb. The demand shows quite an increase over what it was a short time ago. Estimates on the growing crop in Brazil are much smaller now than were first announced and it is said on good authority that the crop will not exceed 10,000,000 bags of Santos and 2,500,000 bags of Rio during 1911-1912.

**Canned Fruits**—There is a good demand for all kinds of canned fruits from both retailers and consumers, which is said to be caused by dried fruits being in such small supply. The offerings of California fruits are very small from most quarters and prices are tending higher.

**Canned Vegetables**—Buying of nearly all kinds of canned vegetables has been small during the past month, as most retailers have been taking supplies just as needed or rather as their demands required. The market on tomatoes is much stronger than a short time ago and reports from packing centers reflect a very firm feeling among holders of spot goods. The business in futures is still small, as most buyers do not seem to be inclined to anticipate their wants. The demand for spot corn is very good and prices are unchanged since a week ago. The supply in both the packers' and wholesalers' hands is hardly as large as usual at this sea-

son of the year. Reports from the South state that the packing of peas is still on a small scale and some of the big packers have only been able to get supplies enough to run a portion of each day. The demand for spot peas is still good, but supplies are very small with nearly every wholesaler and cheap peas are not to be had at any price.

**Dried Fruits**—Spot peaches are still selling in Eastern markets at considerably below the coast parity, but there is almost no business doing in future peaches, owing to the high price. Spot apricots are in very small supply, and future apricots are very high and show very little movement. Spot raisins are unchanged and dull, although holders are firmer in their ideas by reason of the short crop prospect and higher prices of future raisins. Currants are quiet and unchanged. Prunes on spot are unchanged, still being scarce, high and in quiet demand. Future prunes are about  $\frac{1}{4}$ c easier, and have been quoted during the week at  $\frac{3}{4}$ c basis f. o. b. in a large way. Lack of demand seems to be the reason.

**Rice**—Prices have been about as low as could be expected and are said to be below the cost of production and marketing. The buying, however, has been light and no one seems to be anxious to get supplies in anticipation of an advance which has been looked for by some of the wholesalers.

**Syrup and Molasses**—Glucose is without change. There is very little demand for compound syrup, owing to the season, and prices are unchanged. Sugar syrup is quiet at ruling prices. Molasses is dull and unchanged.

**Provisions**—Smoked meats are firm at  $\frac{1}{2}$ c higher, due to a decided increase in the consumptive demand and the high cost of hogs. Pure lard is also in better consumptive demand and the market is firmer. If any change occurs it will likely be a slight advance. Compound lard is very firm at the recent advance, and the consumptive demand is very light. Barrel pork and dried beef are unchanged and in fair consumptive demand; canned and roast beef are about 5 per cent. lower.

**Cheese**—The make is increasing as the season advances, and the quality is also improving. The receipts of cheese are about normal for the season and the consumptive demand is also good.

**Fish**—Mackerel of all grades are quiet and unchanged in price. The situation is in the buyer's favor, as the market is not too strong. Salmon is unchanged, the demand for spot goods being quiet and prices are un-

changed. Prices on new Columbia River salmon have been named, on a basis of 5@10c per dozen above last year. Cod, hake and haddock are dull and unchanged. Domestic sardines show no change, either spot or future goods, and very light demand. Imported sardines are in moderate demand at unchanged prices.

### 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 market is still showing considerable strength after the advance of a cent per pound the last of the month. This, however, is thought to be caused by the strength of all Eastern markets which show quite an advance over quotations of a week ago. The demand for extras is some better than during May and it is expected that from now on there will be a good demand for this grade as buyers for storage will want supplies. The market on low grades is unchanged and no increase is shown in the demand. Prices on creamery extras still hold about six cents per pound below prices quoted June 1, 1910. Local dealers hold fancy creamery at 22c in tubs and 22 $\frac{1}{2}$ c in prints. They pay 16c for No. 1 dairy and 14c for packing stock.

Butter Beans—\$2.50 per bu. box.

Cabbage—New commands \$3 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; \$2.25 per crate for Texas stock.

**Eggs**—Receipts also show a decided falling off in quality, which is thought to have been caused by retailers holding them in order to get several cases to ship at one time. This is a bad practice, as all eggs should be candled closely when taken from the farmer and shipped the same day whenever possible during the hot weather, which will secure better prices for the shipper. Prices on the best grade of eggs June 1, was about 4c below the market on a year ago the same date. Local dealers pay 13@13 $\frac{1}{2}$ c 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, \$6.50@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 \$2.50 per crate for white; 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—\$2.65 per crate for 24s, 30s and 36s.

Pop Corn—90c per bu. for ear; 3 $\frac{1}{4}$ @3 $\frac{1}{2}$ c per lb. for shelled.

**Potatoes**—The market on old potatoes is very dull, caused by the demand turning from old stock to new on account of prices being so reasonable on new goods shipped in from the South. Old Burbanks were selling around 40c and new potatoes at \$1.60 during the present week.

**Poultry**—Local dealers pay 10c for fowls; 9c for old roosters; 11c for old ducks and 15c for young; 12c for turkeys; broilers, 1 $\frac{1}{4}$ @2 lbs., 22c.

Radishes—15c per doz.

Spinach—60c per bu.

**Strawberries**—Tennessee command \$2.25 per 24 qt. case. Home grown fetch \$1.25 per 16 qt. case. If the weather is favorable the local crop will be large in volume and firm in quality.

Tomatoes—\$2 per 4 basket crate.

Veal—Dealers pay 6@9c.

### Employes Out in Full Force.

Traverse City, June 5—When the State League baseball season opened in this city last Friday afternoon the management of this store not only closed the place so the employes might attend the game but they also provided transportation to and from the grounds, paid the gate fees and reserved a section of seats, so all might be in a body during the game. A band was also provided and a store parade given, making a strong advertising feature as well as an outing for all.

Hannah & Lay Mercantile Co.

Some of the deluded preachers of Grand Rapids amused themselves last Sunday by discussing the plan of getting the unions to work in harmony with the churches and vice versa. A preacher has about as much right to discuss unionism as an elephant has to discuss theology. A man who joins a union is clearly outside the pale of Christianity and patriotism. No one can be a Christian and belong to a union. No one can be a patriot and belong to a union because of the awful oath he takes in secret to place the union ahead of church and family and country and friends. The action of the unions, in forbidding their members to join the militia, clearly indicates their attitude on the subject of patriotism. The Tradesman has been up against the union question. It knows it in all of its ramifications and, with an experience of thirty years with unionism, it bases the statement that no man can belong to a union and be a desirable citizen of the Great Republic.

Detroit—After being identified for over twenty-five years in the local furniture field, A. W. Bosley, of the Bosley Furniture Co., 212-216 Michigan avenue, has decided to retire from business this month and will give his attention to other interests. Mr. Bosley first began business in 1892, with John Thorpe as an associate. In 1901 Mr. Thorpe withdrew his share and the firm operated under the name of Bosley & Metzger and continued for several years, after which Mr. Bosley purchased the entire interest and the firm became the Bosley Furniture Co.

# Detroit Produce Market Page

## Detroit Butter and Egg Board.

Detroit, June 5—Butter receipts, 202 packages.

The tone is strong.  
Extra creamery, 23c.  
First creamery, 21c.  
Dairy, 16c.  
Packing stock, 15c.  
Poultry—Fowls, 13c.  
Broilers, 26c.  
Cocks, 10c.  
Eggs—Receipts, 603 cases.  
The tone is strong.  
Current receipts, 13c.

Receipts of eggs are dropping off some and the quality is also showing heavy loss on account of the hot weather.

The heavy advance in creamery of a week ago has caused a lull in the market. Prices are easy and 1@2c below the high point.

Poultry is in good demand at full quotations. F. J. Schaffer, Sec'y.

## THE DRUGGISTS' PROFITS.

### They Are Seldom What They Should Be.

There is no doubt in my mind that the profits of the average druggist are not what they ought to be. The professional joke writer who assumes druggists and plumbers to be modern hold-up artists, and who believes that their only superior is the Standard Oil Company, ought to revise his information and bring it up to date. Notwithstanding his occasional use of the same old sophistry, I stand on record as declaring that the pharmacists of the United States ought to make more money.

To make clear what my contention is I want to comment with some little detail on the case of a Southern firm of druggists—one case out of scores that I have been made familiar with during the last few years. This firm comprised two partners. After they had been in business a year they submitted an annual statement to the drug journal with which I am connected. They did a business of \$22,744.57, and all through the year they thought they were making handsome profits. At the end of the year, however, after they had taken inventory, and made calculations as best they knew how, things did not show up quite as they had expected.

They selected us as father confessors and made a clean breast of it. Why hadn't they made more money? They boasted that they handled a good line of sundries and realized an advance of 100 per cent. on the cost of nearly everything. They had enjoyed a good holiday trade and marked everything at 100 per cent. They

had filled 5,629 original prescriptions and refilled about one-quarter as many more, making a total of nearly 7,000 prescriptions altogether. On this prescription business the profit was 425 per cent., based on cost! Other facts like these they told us about their profits, and they remarked that they did not believe there was a store in the State getting better prices than they were able to obtain.

Why, then, weren't they able to produce more filthy lucre at the end of the year when the business was figured up?

We examined their statement with some care and we arrived at the inevitable conclusion that our Southern friends were not making anything like such profits as they fancied. This information was a startling surprise to them, but it was a fact which could not be escaped. We discovered that the total gross profits of the year amounted to \$7,083.35. Dividing these profits by the sales, we found a percentage of gross profit of only 31.1! The expenses were 24.7 per cent. and thus a net profit was realized of less than 7 per cent.! This is too small for any business, let alone a trade conducted where such good prices are obtainable as in this case.

These people thought they were making large profits on all their goods, but by their own figures we convinced them that, on the contrary, they were only realizing returns of 31 per cent., based on the sales, which means 45 per cent., based on cost figures. They ought to have made 40 per cent. on the sale figures, or 66 $\frac{2}{3}$  per cent. on the cost. They talked about getting 100 per cent. advance on a good many things and something better than 400 per cent. on prescriptions, and how these profits were pulled down to so low a general average was beyond our ability to determine, not being in possession of the detailed facts of the business in all of its aspects.

The real result was that each of the two partners got about \$1,200 in net profits, which, added to a salary of \$1,000, made his total earnings \$2,200. You will all agree, I am sure, that this was certainly an insufficient income from a business of such a size and character, selling practically \$23,000 worth of goods a year, and located in a place where excellent prices were obtainable. It is still further to be remembered, too, that nothing had been written off for bad accounts or depreciation in stock and fixtures, and that if those things had been taken into consideration the yield

## McDonnell Brothers Co.

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

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

## Cash Butter and Egg Buyers

### HARRIS & THROOP

Wholesalers and Jobbers of Butter and Eggs

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

ESTABLISHED 1891

## F. J. SCHAFFER & CO.

BUTTER, EGGS AND POULTRY

396 and 398 East High Street, Opposite Eastern Market

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

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

## SPENCER & HOWES

Wholesale and Commission Dealers in Butter, Eggs and Cheese

26-28 Market Street, Eastern Market

Branch Store, 494 18th St., Western Market

TELEPHONES { Main 4922  
City 4922 Detroit, Mich.

## Egg Cases and Fillers

Direct from Manufacturer to Retailers

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

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

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

L. J. SMITH :: Eaton Rapids, Mich

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

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

## R. HIRT, JR.

WHOLESALE FRUITS AND PRODUCE

PHONES { Main 1218  
Main 5826 DETROIT, MICH.

We do printing for produce dealers Tradesman Company  
Grand Rapids



# SCHILLER & KOFFMAN

323-25-27 RUSSELL ST.  
Detroit, Michigan

We buy EGGS, DAIRY BUTTER and PACKING STOCK for CASH

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



from the business would have been still further reduced.

The plight in which this firm found itself is distressingly similar to what hundreds or, perhaps, thousands of pharmacists would discover if they were only equally faithful in keeping tab on the figures. We have found this condition of things over and over again in examining the annual statements of druggists. Many a man is making far less in the drug business than he thinks he is. He reasons that because certain things like prescriptions yield him a large profit, he is doing pretty well on the whole. As a matter of fact, many articles like patent medicines are frequently sold at a very small profit and, perhaps, even at a loss, when the percentage expense of doing business is taken into account. The more unprofitable trade of this sort a druggist does the more his average gross profit is pulled down to a surprising and embarrassing degree. I have often pointed out, for instance, that cigars, candy and soda do not yield anything like the profit which most druggists believe and that a careful accounting in these three departments ought to be conducted.

I have referred to prescriptions, and I have spoken of the handsome profit presumably realized on them by this firm of Southern druggists, but I want to say now that, although the prescription department is supposed to be the star profit maker for the druggist, it does not yield the returns that it ought to. Most druggists really have not nerve enough to charge good prices for their professional services. Many of them, too, are afraid that when a prescription is refilled it will be carried down the street and a lower price given on it by a competitor. We are always so fearful of what the other fellow is going to do!

Two or three years ago a druggist out in Arkansas submitted the following prescription to us and asked us to give a price on it:

Potassium iodide (Merck's), 1½ ounces.

Fluidextract of sarsaparilla (P. D. & Co.), 2 ounces.

Fluidextract of burdock root (P. D. & Co.), 1 ounce.

Simple syrup, 2 ounces.

Water enough to make 8 ounces.

Mix and direct one teaspoonful to be taken after each meal.

Instead of ourselves estimating what ought to be charged for this mixture we published it and asked our readers for their opinions. There were four responses. Two men suggested \$1.50; one declared that \$1.35 would be his charge, and the fourth man mentioned a price of \$1. In other cases of the same nature we have found the difference to be even greater, and after many years of observation I have come to the conclusion that the druggist is afraid to charge

what he ought to get for his prescription services.

In the large cities there is often the fear that the price will be cut by the big down-town stores. On the contrary, however, I do not think my statement can be challenged that the so-called cut-rate druggists get better prescription profits than the average man. George B. Evans, in Philadelphia, who, as everybody knows, has five big stores doing an enormous business, has for years carried out the following policy of pricing prescriptions; an advance ranging between 50 and 100 per cent. is realized on the cost of the supplies and a dollar an hour is charged for the time of the dispenser. Some such rule as this is observed by nearly all of the large stores in the country, and frequently the rate of profit is even larger. These men know to a cent what it costs them to transact their business. They realize what profits must be yielded to make their capital and their time properly remunerative. As a result they do not hesitate to get better prices often than the rank and file of retailers—not only better prices for prescriptions but also for counter goods. If they cut at all it is on patents and other things with established selling figures where a reduction makes a strong impression on the public.

To illustrate again that the big fellows are not afraid to charge good prices let me cite an incident of three or four years ago, where three ounces of cream of tartar were purchased at retail by Government inspectors in Canada, and where the price had ranged from 15 to 50 cents! Was it the large dealers who charged the 15 cent price? No! One wholesale house and one department store charged as much for a single ounce of the substance as most of the retailers got for the three ounces!

Every time you will find it the rule that the man who gets the best prices is the man who keeps careful business records; who knows to a cent what his percentage of expense and his percentage of profit are, and who realizes what he must do to come out right at the end of the year. The low-priced man is the one who does not know these things and who fancies he is making a good deal more money than he actually is.

Every retail druggist in the country ought to keep careful tab on his business. He ought to devise and follow faithfully a system of records showing his purchases, his expenses and his sales. With these figures available he can tell at the end of the year just what his percentage of expense is and what it costs him to sell every dollar's worth of goods. He can also tell what his percentage of profit is, and he can be in position to understand whether or not he has been fooling himself all these years and whether he is making as much

money as he ought to make. These figures must, of course, be checked up invariably once a year by an annual inventory, for no merchant, druggist or otherwise, can with any accuracy keep business records unless they are corrected by inventory fluctuations. The whole thing falls to the ground without this support. In addition to this I believe that every druggist ought also to follow the same method in detail with his leading departments, like those devoted to soda, cigars and confectionery. You can not know too much about your business!

Closely related to this question of making adequate profits is the question of cash discounts, for if a dealer can cut down the cost of his goods he is certainly adding that much to what they yield him on sale. I fear that most druggists do not avail themselves of their cash discounts as they should. They do not seem to realize how much money they can save in this direction. To get at the facts approximately I recently picked out seven pharmacists who I knew discounted all their bills, and I asked them what the economies amounted to. Here are the respective sums: \$150, \$186, \$301.26, \$600, \$600, \$1,000 and \$5,000. These are the amounts of money which the seven druggists saved last year alone by taking advantage of their cash discounts! Is not this a convincing object lesson?

Many druggists excuse themselves on the ground that they have not sufficient ready capital. Note what one of my seven correspondents had to say on this point: He had started in business many years ago with a strong determination to discount all bills. Finding himself in the early days without enough ready money he went to the banks for accommodation. During the first ten years, when the business was yet rather small and when, consequently, he needed to make as much as he possibly could, he saved a total of \$2,646.26. In the meantime he had paid the banks for interest on borrowed money only \$92.50! Can anything be more eloquent than these actual facts about one druggist doing an average business in an average town?

I have just been looking over some figures collected by Bradstreet during the last year. What do I find? That four-fifths of all the failures in business are due to the men themselves! Bradstreet classifies the causes very carefully into incompetence, inexperience, lack of capital, unwise granting of credits, neglect of business, personal extravagance, and so on ad libitum, but the important point is that merchants can blame external conditions for only one failure out of five. The other four times it is up to the man himself! What is the lesson to be drawn from this statement? It is this: That the average dealer does not know until it is

too late what his business is actually doing for him, or failing to do; that he does not keep a careful record of the facts; that usually he thinks he is making a good deal more money than he actually is, and that, so far as the retail druggist is specifically concerned, he is not ordinarily making his store yield him the income which he ought to obtain from it.

Harry B. Mason.

#### A Canned Egg Decision.

The Montreal courts have been the scene of a legal tug-of-war anent the canned egg question. The corporation health officer wanted to destroy 4,886 cans of frozen eggs in cold storage as unfit for human consumption. The owners wanted to unload on the public—naturally. All sorts of arguments, wise and otherwise, were aired before the court. As a final result, defendants won, and the eggs were officially whitewashed—on a technicality. The city's seizure was declared ultra vires and illegal. However, the city will enter an appeal, and by the time the whole question is decided, the eggs stand a good chance of degenerating from the "strictly new laid" class to something unmentionable. Mark you, this does not prove that these eggs are wholesome. What any baker stands to gain in the long run by their use is very questionable. He is taking a big risk for a little profit, and one of these days when the public gets a little worked up over this question, the "rots and spots," as they are called, will be consigned to the dump, and the baker who uses them will find a remarkable shrinkage in the demand for his product. What may be perfectly legitimate to use in calico printing is not the thing for cakes.—Baker and Confectioner.

#### Up-to-Date.

"We Americans are an up-to-date lot," said Wilbur Wright in an after-dinner speech in Dayton.

Mr. Wright smiled.

"The other morning in New York," he resumed, "as I was driving out Broadway with a friend, I saw my friend's book-keeper hurrying along with a spare part of a Gnome motor in his hand.

"'Hello,' I said, 'I didn't know your book-keeper could afford to go in for flying!'

"'Hush! He can't,' said my friend. 'That's his lunch, but he doesn't want anybody to know it.'"

#### Wanted—A Clerk.

Written for the Tradesman.

Wanted: A clerk.  
A real clerk; a true clerk;  
A clerk who is sincere;  
A clerk whom we can trust.  
Though far away, or near—  
Wanted: A clerk.

Wanted: A clerk.  
A good clerk; a trained clerk;  
A clerk who knows his part;  
A clerk who dares to have  
Our interests both at heart.

Wanted: A clerk.  
Benjamin F. Woodcox.

## BOOTH COLD STORAGE DETROIT, MICH.

A perfect cold storage for Poultry and all kinds of Fruits and Produce. Eggs stored with us usually sell at a premium of ½c per dozen. Liberal advances. Railroad facilities the best. Absolutely fireproof. Correspondence solicited.



DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY**  
Corner Ionia and Louis Streets,  
Grand Rapids, Mich.

Subscription Price.

Two dollars per year, payable in advance.  
Five dollars for three years, payable in advance.

Canadian subscriptions, \$3.04 per year, payable in advance.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued according to order. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents each.  
Extra copies of current issues, 5 cents;  
of issues a month or more old, 10 cents;  
of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice  
as Second Class Matter.

E. A. STOWE, Editor.

June 7, 1911

### THE LITTLE SISTER OF MAY

This week there comes with us to play  
The little sister of grown-up May.  
She's a bonnet of pink tied under her chin.  
And a pretty green gown with a rose tucked in:  
She has red-rose cheeks and eyes so clear—  
"You may stay four weeks," said Mother Year.  
And where she stays there are hosts of birds,  
And where she plays there are gentle words.  
And day's light lingers when day is done  
And roses redden and waters run.  
Oh, heaven comes near to earth away  
When dear little June comes down to stay.  
Cora Waterman Bronson.

### NOT ALL PROFIT.

Two features stood out very strongly during the recent furniture strike in this city which is now nearly a thing of the past. One was the statement of McFarlane that the working men of Grand Rapids lived in shacks and hovels. Hundreds of people who had never seen shacks and hovels in Grand Rapids spent days in trying to discover the locality where they existed, but they were compelled to give up the search. There are no shacks and hovels in Grand Rapids. There are some very poor residences in the Polish district, but they are homes occupied by choice so that the Poles may hold their expenses down to the lowest possible degree and retain as much money as possible to take them back to Poland when they have acquired what to them is a competence. Few Polish workingmen of the lowest type remain in America. They come here like the Chinamen, to get all they can and keep all they can get, having in mind a permanent residence in Poland as soon as their circumstances justify their return. They will eat rotten food and inferior vegetables and meats and economize in many other ways which make them poor citizens as well as inferior workmen.

Another feature which McFarlane dwelt on at considerable length was the extreme profitableness of the furniture business. It is a fact that some men have grown rich in the making of furniture, the same as men have acquired a competence in other lines of business but the failures are quite as conspicuous as the successes. The Tradesman recalls about fifty failures in the furniture trade, among which are the following: Stockwell & Darragh, Worden Furniture Co.,

Nelson-Matter & Co., Wolverine Chair Co., Kent Furniture Co., Frank H. Sweet, Boyns & Morley Furniture Co., Ford Furniture Co., Folding Chair & Table Co., Peninsular Furniture Co., Grand Rapids Brass & Iron Bed Co., Luther & Sumner, Widdicomb Mantle Co., A. Falkel, Wesselius Parlor Frame Co., Scott & Morningstar, A. Linn Murray Furniture Co., Russell Mattress Co., Grand Rapids Bedstead Co., Buddington & Burnham, Winchester Bros. & Co., Greenway Furniture Mfg. Co. (Mayor Ellis), Grand Rapids Table Co., Standard Cabinet Co., Central Furniture Co., Grand Rapids Couch Co., Grand Rapids Cabinet Co., Union Furniture Co., Novelty Mfg. Co., Z. E. Allen, Valley City Chair Co., Winchester & Moulton, Kelly & Eckstrom, Henry Ives, Valley City Table Co., Moore, Foote & Richardson, Michigan Furniture Co., Nicholas Strahan, Grand Rapids Parlor Furniture Co.

These failures involved the loss of \$3,650,000 to the stockholders, besides the loss to creditors, which were probably about as much more. In other words, it is reasonable to concede that \$7,000,000 has been sunk in undertaking to establish furniture factories in Grand Rapids which have proven unsuccessful.

### THE PASSING OF DIAZ.

The enforced resignation of President Diaz, of Mexico, who, for fully thirty years, has been practically the dictator of the neighboring republic, although nominally the constitutional president elected and re-elected by the people of his country.

Although it can not be denied that Diaz has set aside all but the mere constitutional forms and has ruled by virtue of his predominating personality, history will accord him a high place in the regeneration and uplifting of his country. He found Mexico impoverished, torn by revolution and political corruption, and he leaves it after a rule for more than a quarter of a century financially strong, with its economic resources developed by the infusion of many hundred millions of foreign capital and its position among the world's important nations well secured.

A man of the Diaz stamp was necessary at the head of affairs in such a country as Mexico, and although he has now, in his old age, been unable to stem the tide of popular demand for more constitutional methods, it remains to be seen whether or not the people of Mexico have sufficiently learned the art of self-government to be able to get along without dictators and to conduct their affairs along strictly constitutional lines.

While it is probable enough that Diaz loved power for its emoluments as well as its honors, it can not be claimed that he was in any sense a plunderer or parasite. Mexico has wonderfully progressed under his rule, and the general condition of the masses, as well as of the better classes, has vastly improved. Like many other statesmen who have terminated brilliant careers in eclipse, Diaz failed to note the change in the temper of the people and their broad-

ening point of view. He counted on his hold on the popular admiration and esteem when that hold had already weakened near to the breaking point. Had he refused re-election two years ago and permitted his countrymen a free election in the choice of his successor he could have retired with eclat. As it is he has been compelled to resign his high position under a cloud which is apt to embitter his remaining years, just as enforced retirement did the closing days of Bismarck.

Following the custom of all deposed South American potentates, Diaz will now go abroad, and probably end his days in self-imposed exile. During the many years of his dictatorship he never left his country, ostensibly because the constitution forbade it, but mainly because he feared the weakening of his power that developments during his absence might bring about. He is entitled to a long vacation, and it is safe to assume that even his recent opponents will hope that he will recover his health in order to enjoy it.

### PASSED INTO HISTORY.

The great furniture strike, which has been very much in evidence in this city during the past two months, is now practically at an end and will shortly pass into history as one of the most gigantic attempts ever undertaken to destroy a great industry and impoverish and enslave the working men of a great city. The strike owes its origin to the pernicious activity of one McFarlane, Mayor Ellis and Bishop Schrems, and to their names rightly attaches whatever stigma attends its humiliating failure. McFarlane's interest in the upheaval is clearly apparent to all. No one questions his motives because they are apparent on the face of things. Mayor Ellis' connection was solely political and personal selfishness. Bishop Schrems was swept into the movement through his anxiety to build up a chain of Polish Catholic churches in the city. The more the Pole can earn the more he could contribute to the church. All of these men have played their cards the best they know how. They have resorted to practices which are not regarded as legitimate and have used weapons which are shunned and despised by right-thinking men and good citizens.

The city of Grand Rapids owes a lasting obligation to the furniture manufacturers who stood together as a man for the protection of our great industry from destruction and the protection of our workingmen by preventing them from becoming puppets in the hands of unscrupulous politicians, demagogic priests and crafty labor leaders. But for their action Grand Rapids to-day would be on the down grade, because no one would think of building a new factory or equipping a new establishment if he thought he had to deal with the union and conduct a closed shop. No business can be built up on the closed shop basis. The closed shop is destructive of business growth and progress. The closed shop not only destroys the working man, but ruins the

business he works for, and future generations will rear monuments to the furniture manufacturers of Grand Rapids who stood like a phalanx on the occasion of a crisis in the city's history in support of right and justice and the protection of their brothers against the machinations of those who sought to enslave them.

Before MacFarlane and his cohorts pulled off the strike of the furniture workers in this city, MacFarlane called at the office of one of the associated charities of Grand Rapids and assured the Secretary that if he called the men out on strike he would, under no circumstances, pay them less than \$8 a week while they were idle and that, in all probability, the married man would receive \$10 or \$12 a week. This assurance was received with much satisfaction by the charities of the city and when MacFarlane violated his promise and paid his dupes only \$4 a week, they immediately wrote him down as a liar and deceiver. Every statement he has made in connection with the strike has been subject to the same discount and some of his statements have been found to be absolutely without foundation in fact. Whether his capacity for stretching the truth is due to liquor or opium or a vivid imagination or a malicious heart, the Tradesman has no means of knowing, but it is quite evident that his dupes are becoming very familiar with his shortcomings in this respect and they are getting under cover and abandoning the union and going back to their jobs as rapidly as possible. MacFarlane, by his pernicious methods and nefarious practices, has cost the city of Grand Rapids a good many millions of dollars and when it is remembered that he is encouraged and supported by our worthy Mayor and the Catholic Bishop of this diocese, the situation is decidedly interesting.

Last spring the Elliott Machine Co. purchased eleven acres of land in the Godfrey avenue factory district and instructed its architect to prepare plans for an \$80,000 factory building. When the furniture strike was declared and it looked for a time as though the closed shop would prevail, the architect was instructed to suspend work on the plans, because the company, did not, under any circumstances, propose to invest a dollar in a closed shop town. When it was clearly evident, a couple of weeks ago, that the closed shop propaganda would fall flat and that the unions organized by MacFarlane and his cohorts would be utterly extinguished, the Elliott Machine Co. instructed its architect to proceed with the plans and the building will shortly be under construction. The Tradesman mentions this fact to show what the closed shop would mean to Grand Rapids. It would result not only in the destruction of our present industries but prevent the establishment here of any additional manufacturing enterprises. No one who has had any experience in manufacturing would consent to do business in a closed shop town.

### THE JOY RIDE.

Despite the multitude of autos in the country there are many who have not had a ride in one this year—perhaps never. They are included among your best patrons. That is, those who trade with you regularly, giving you the bulk of their hard earned money. You can not give them the annual joy ride accorded to the inmates of the old ladies' home or the orphan asylum. Of course not. They expect to pay for the privilege they get.

Yet there are ways of reaching a place aside from the rough hilltop road. One proprietor has solved the matter in a manner highly satisfactory to himself and to his friends. Scarcely a day passes that his auto is not sent on some errand. Sometimes it is to a nearby summer resort or to a neighboring city; again it is only on some little errand about his own town; but he seems to regard it as a misfortune to have a vacant seat. If there is anyone not busy it is, "Get in and have a ride." Many a most congenial party has been extemporaneously picked up in this way. Again, when the owner of the machine is not busy and wants a bit of exercise, more than once he has stopped acquaintances about to take a car in front of his store with the words, "Get in and I'll take you home. If there is a vacant seat, he is quick to find some one else to fill it, and thus there is a good time, increased good feeling—and sometimes a saving of nickels where they are none too plenty.

Joy not shared with others is usually a sham. It takes so little to give happiness in this world that we can not afford to let the little chance for a favor pass unrecognized. The owner of the machine is not the autocrat for which he often poses. It is often thoughtlessness which permits him to sail along the street while those whom he should be glad to serve walk. The little courtesy may cost nothing and give returns in a two-fold manner, for the good will of the public is worth working for in a double sense.

### WHAT CORONATION MEANS.

A writer in one of the current magazines has figured up the cost of the coming coronation at \$1,225,000, which means the cost to the kingdom alone, the personal expenses of the many guests being quite another phase in the matter.

We, who pride ourselves on being more philanthropical, stand aghast in the presence of his tremendous tribute to royalty or strive to gain a conception of what it might do for a nation if wisely expended. Many schools and colleges are being run on a less amount. It would literally feed a hungry multitude. It would take at least three figures to write the number of good teachers whose salaries could have been kept up with it since the last coronation. In the hands of science, art, or medicine, the advantages which it would bring to man are enormous.

And yet, the coronation is not, as it would seem, a gigantic bit of extravagance, resulting in no permanent good to anyone. More than a quarter

of it goes for the entertainment of royal visitors. Nearly as much more is allotted to the entertainment of Indian Princes. But the money thus spent is not destined to pass out of existence. Many delectable goods will be consumed, and some one is going to be paid for it all. The exporter, the manufacturer, the producer of any sort is bound to be a gainer if he has the brand of goods which admit; and the expense must not be looked upon as wasted but as money passed from the government to the individual.

A large sum is to be expended for alterations at Westminster Abbey, which means that artists and artisans will have more work. For months the salesman and makers of dresses have been rushed. Jewelers will have their full share in the harvest and the lacemaker worthy of the name is kept busy. In short, a vast industrial army has been busy for many months getting ready for the event, and every one helping will be well repaid. The coronation is, after all, although the toil may seem excessive, a vast distributor to the tradesman.

### THE HOLLERING NEWSBOY.

And now amid his multitude of reforms, Mayor Gaynor, when asked to stop the hollering of the newsboy, says that it would be a difficult task, and plainly intimates that he does not want to do it if he could. One thing is sure, his voice, even although not always musical, is mighty convenient when we want a paper.

But why stop him? From time immemorial the shout of the boy has been the surest indication of his lung power, and the exercise of this organ one of its greatest means of development. The lad who does not voluntarily shout is abnormal. He lacks either lung power or ambition. The energy which allows itself to remain pent up or undiscovered is not of the variety to even lift a teakettle lid, to say nothing of running a steam engine. Running and hollering are the chief assets in the newsboy's gymnasium outfit, and to deprive him of either would be little short of a sin.

It would seem as though some of the people in active life have cut out the hollering, perhaps under the impression that if any one wants their goods they will make it manifest. But so many times a need is not felt until the object is thrust before our eyes. The jog to remind is all that is needed to make the bargain; but this being lacking the sale is lost.

Yet there is more than an aid to memory in the din of the hollering. Although several voices shouting together in entire discord may be deafening, it proves that there is enthusiasm somewhere; and with this we are pleased. This is a world in which every one must blow his own bugle. Mingled with the toot of the autoist and the rumble of the trolley car may the hollering of the newsboy still linger. As you strive to pattern after him, may your own "hollering" be as varied as the mediums within your reach. Local papers, window displays, delivery wagons and, above

all, your energetic manner and candid speech should do the work so effectively that no one will wish to silence you.

### THE GRADUATING GOWN.

The commencement season is at hand and on every side is rigid financeering to make both ends meet and still present a creditable appearance in comparison with that of fellow students. That our boasted system of free education should stand in jeopardy of being annulled through the tyranny of fashion is a Nation's disgrace. Yet there are many secret stories of privation and heartache shut in among the silks and laces; and more than one bright and deserving student has gone into the world with the school course unfinished for the simple reason that she could not afford to face the dress problem in graduating.

There are instances in which school officials have sought to regulate matters, but these have been so far only in part successful. The cap and gown of the college graduate does not solve the problem with complete satisfaction. But recently the edict of a school board, backed by the faculty, prohibited the wearing of a graduating dress costing over \$5. This at once raised such a cry from both pupils and parents as to render it evident that the friction of compulsion is undesirable.

The only remedy rests with the well-to-do; and surely the moneyed man who is a true philanthropist can not do more for education than to decide against expensive graduating clothing for his own children. Let the rich garments be for other functions, but remember that public school children should meet as equals. When the banker's daughter sees the appropriateness of dressing in plain white muslin, then will the washerwoman not be compelled to do double duty in order that her own daughter—at least equally deserving—shall not be disgraced. If those who can well afford rich dresses will but start the reformation, others will most gratefully follow in a path where for them to take the initiative seems but to proclaim their poverty.

### CONEY ISLAND CALAMITY.

While fire is at all times horrible, the lives that were taken in this instance renders the circumstance much more memorable. The fate of the tiny incubator babies is most deplorable, yet their suffering was doubtless much less than that of the imprisoned animals, some of whom, through their long continued training, had come to be looked upon by the public as little less than human.

It is worthy of note that the man who had been more than once so near death in the hands of an enraged beast and who carried as a result of one of these awful contests an empty coat sleeve, should be the one to shoot his wards right and left when it was found that they could not be rescued from the flames.

Among the many tragedies of wild life under canvas perhaps none are more tragic than that of Jumbo in his attempt to save the baby elephant.

There are tales of devotion and more of rage, but the frenzy which becomes general at such a time is not more dangerous to the public than is the stealth of the animal which seems to be completely under subjection to its master if but the slightest advantage can be gained. In many instances the deeds which seem so easy to the skilled are in reality filled with blood curdling possibilities. The man who lies down with a pyramid of lions in his rear well knows that if he remains prostrate a second too long that may be his last. For as the beasts gradually slink down some one of them may any instant take advantage of his prostrate form. No matter how well trained the animal may be, the life of its trainer depends constantly upon watchfulness and agility, as well as firmness. Those who lament the loss of the best collection of trained animals in the world will do well to remember that the best trained of the carnivora are never less than dangerous; that tragedy is always liable to step in; and that wild life, untamed and untamable, may come to the front in the twinkling of an eye.

### WILLOW OR OAK.

Ask the botanist the difference between these trees and he will look at you sympathetically, mentally estimating how much of the beauty in life's details you have missed. Ask the woodsman, and he will pity your ignorance of commercial values. Ask even the child, and he will give you some distinct points of variation—that is, if he is at all familiar with the trees.

As a matter of fact, there is as much difference as between certain types of man. The one sways with the passing breeze; the other is rigid even in time of storm. The one adapts itself to circumstances; the other ignores what is going on around it, or compels circumstances to adapt themselves to its wishes. The one remains flexible; the other increases in rigidity. The one produces but a transient form of ligneous material; the other is a synonym for durability.

The growth of human life is akin to that of the tree. We may see on all sides those who sway with the passing breeze of popular opinion, while others are as rigid and immovable in their views as the oak. While there may be grace in the movement of the first, it becomes nauseating in its undulations after a time, especially as complications compel vacillation. Unexpected gusts, countercurrents and other atmospheric disturbances require too many readjustments to be agreeable or to look well. It is the man who can stand firm as an oak for principle who wins in the end. He may dodge unimportant issues and ignore minor ones; for it is not always wise to plunge unnecessarily into a controversy; but when the crisis comes—when it is essential that a principle be defended—he who stands firm, dodging neither criticism nor risk of unpopularity, surely acquires the oaken firmness of character which insures success.

# Bay City

## RIGHT OR WRONG.

### Our Intellect Discriminates Between Good and Evil.

Written for the Tradesman.

I am made to write you a few lines concerning the power running through our brains which we call thoughts or intellect.

Emerson said, "Every substance is negatively electric to that which stands above it in the chemical tables, positively to that which stands below it. Water dissolves wood and iron and salt; air dissolves water; electric fire dissolves air, but the intellect dissolves fire, gravity, laws, method and the subtlest unnamed relations of Nature in its resistless menstruum. Intellect lies behind genius, which is intellect constructive. Intellect is the simple power anterior to all action or construction."

In the above quotation we can find the necessary force to build anything we want, but we must first learn how to attract the power necessary to make the foundation on which we wish to build.

Let us study these things with the hope of finding the right thought. If we get started right we surely will be lead right in putting in our foundation.

What is it that we wish to build? Surely there is something we want to do or we would not care to take our time in studying this subject. We have built up our business so that we know how to manage it successfully, but perhaps there is something else that interests us more than our business. Things come up in our lives which are not connected with the business and sometimes they require too much of our time and thought, and this causes us a great deal of trouble and worry. If intellect dissolves almost everything and at the same time is constructive, why can not you and I learn how to overcome any and everything that comes up in our lives?

We are either ignorant of the power behind our brains or we are too superstitious, or we have not taken the time to watch the action of our minds as well as those with whom we must deal with from time to time. Let us not forget that what others do and say control us as much as what we do and say. If we are troubled because of what other people do and say, we have failed to learn the power of our own intellect. If it is true that our intellect can and will dissolve fire, gravity, laws, methods and, in turn, construct things more comfortable and grand, why do we worry? We should not worry over anything. If something should happen on account of what some one else has done or said, we should hold ourselves passive and let our intellect dissolve it and construct nothing but good conditions for us if we can not get others to stop throwing out such suggestions.

In other words, we are not supposed to try to help others until we can help ourselves, but as soon as we begin to help ourselves just that soon the same intellect or thought goes over and helps those we want to assist.

In fact, we can not do anything ourselves. The intellect does it all. If our intellect is constructive it will build for us and those we love. If there are people who do not love us and they try to overpower us with their dissolving intellect, if we are not careful they will succeed in building what they want built.

Let us try to know that intellect is always constructive, it matters not in what family of thought we find it.

So in this we learn that what we call destructive is constructive with a family of destructive thoughts.

Every family of thought makes a success; that is to say, if a family of thought pertaining to gambling can hold a mind long enough it will make that mind a successful gambler—so it is with every thing we can mention.

What is the use of you and I paying any attention to thoughts which are trying to hold us down to things that are destructive to us? Worry, anxiety, distress and grief are just as constructive as pleasure, cheerfulness, refreshment and amusement, but we know there is a great difference in the goods after they are delivered.

To hurry, fuss, flutter and stew over anything makes a big showing on the wrong side of life when the day's work is over, but let a man have an even temper, mental calmness, a mind that transports delight and is overjoyed with the work at hand and you will find him producing everything the world needs.

What is the use of our having anything to do with thoughts which have the capability of giving pain? They are productive. They make pain as fast as good thoughts make happiness.

What is the use of our having anything to do with thoughts which are discontented, dissatisfied, ungrateful and disappointing. They, too, are constructive. They produce things as fast as good thoughts build comfortable things.

I have often regretted that I have ever listened to thoughts I know are evil. It seems as if evil thoughts are more constructive than good thoughts.

What is good and evil? This can not be answered except by each individual for himself. What is good for me may not be good for you.

If we will follow our own intellect in an honest way it will tell us what is good or evil.

I have no right to tell you that you are either right or wrong only so far as I have experienced the very same things.

We must be very careful in deciding what is right or wrong. If you

## Michigan Brand Baked Pork and Beans

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

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

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

BEUTEL PICKLING & CANNING CO.

BAY CITY, MICH.

## Gustin, Cook & Buckley

Importers and Wholesale Grocers

Bay City, Michigan

We

Import the famous Viking Teas.

Roast Blue Seal (steel cut) and Viking Coffees.

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

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.



## Ramona THEATRE RESORT

Week Starting Monday Matinee, June 5

Amelia Stone

And

Armand Kalisz

In the sensational  
singing and dancing sketch

"Mon Amour"

5—Others—5

## Fire and Burglar Proof SAFES

Grand Rapids Safe Co.

::: Grand Rapids, Mich.

are doing good for yourself and are not taking anything from another, or if you are not standing in another's way to happiness, you know what is right and what is wrong. We can see the right and wrong in things much quicker when we give everybody the same rights we take upon ourselves. We are too selfish sometimes and do not want others to enjoy the same things we have. If we have worked hard to make others happy and they do not appreciate it and still want us to do more from time to time, we ought to stop and let them create the things we are giving them. We can not make people happy by working for them. Each one must work for themselves.

Let us try to teach the people how to use their own intellect and make their own happiness. We are killing ourselves by inches by trying to hold up the human race. We must live our own lives. We can not afford to take the Master's place, but too many of us are foolish enough to try it.

Let us start a rebellion—an uprising—and break out with new ideas and see what we can do for ourselves. If we can faithfully attend to our own spontaneous orders I feel sure that our work will produce mental rest for us and those who really and truly love us.

Edward Miller, Jr.

#### The Chain of Stores Idea.

Retail druggists for a few years past have taken much interest in this matter. Some have foreseen dire disaster to the proprietor of a single store from the competition of a number of establishments under one management. Others have recognized distinct advantages in such arrangement, and not a few have embarked upon the enterprise themselves, with, so far as is reported, very satisfactory results.

Chains of stores are not peculiar to the drug business alone; they are to be found in many lines of commercial activity. The experiences and opinions of merchants generally will therefore be received with appreciation by all who are interested in the fundamentals of this great question. A number of successful operators of chains of stores have been requested to use these columns for this purpose.

Wm. G. White has been remarkably successful in building up a business in New York in men's furnishings and haberdashery, making a leader of high grade shirts. He operates six stores in that city, a shirt factory in Newark, N. J., and maintains separate executive offices for the transaction of his affairs. We quote him as follows:

"Relative to the divers advantages and disadvantages which attend the conduct of a chain of retail stores, let me say this: The average man conducting one shop is bigger than his job. His scope and capacity are greater than the necessity and demands of his business. Consequently, instead of deputizing the minor details of his business to men of minor capacity, he hitches his 45 H. P. to some menial task and soon brings himself down to the level of the little jobs.

"The big merchant who recognizes, deputies and supervises the conduct of his business has the time and disposition to do big things in a big way. This competitive force soon leaves its imprint on the character, the scope and the volume of the little merchant's business until eventually a man with one small shop finds nothing but small jobs with which to engage himself.

"The advantages which the chain of stores idea offers are the advantages which are absolutely essential to the survival of the specialist in any line of merchandise. The greater purchasing power insures a lower cost, a higher discount and the capacity to assimilate the quantities of merchandise which have heretofore been confined to either the jobber or the department store. The cost of maintenance, of selling expense, of advertising and of dead help is infinitely less per unit of the chain than it is when confined to one shop, and further, the efficiency in all those phases that govern the conducting of the business is infinitely higher.

"Then, again, with one shop the merchant is dependent wholly upon the immediate conditions. If the business be in a small town, its fortunes vary with the fortunes of the chief industry. If it be in a certain section of a large city, for instance Wall street, the very life of the business is dependent upon the condition of the market. In contradiction to this condition, the chain of stores is dependent upon no one local condition for its successful conduct since the law of average operates for the whole.

"Relative to the disadvantages: I know of none which are of sufficient magnitude to justify consideration."

#### The Cost of Tents.

A tent large enough and strong enough to shelter two people comfortably can be bought for ten dollars. With care it will last years. Add three or four flies, at an expense of a dollar and a half to five or six dollars each, and you have a summer palace. A fly above the tent makes it rain-proof. A fly stretched over the front entrance makes a spacious veranda. Another fly at the back furnishes a luxurious kitchen, and an extra fly to run along the windward side of the kitchen protects the fire from a too enthusiastic breeze. The veranda fly and the side one for the kitchen can be home-made, of unbleached muslin. The roof flies should be of heavy duck.

#### Ideals.

So long as one aspires, daily putting ideals into circulation through the avenues of homemaking, house-keeping, business relationships, keeping much in the open air, there is no danger of morbid introspection. Unless we make use of our ideas they are nothing but spiritual anesthetics.

Helen Rhodes.

#### Ability Only a Loan.

Live, as it were, on trust. All that is in you, all that you are, is only loaned to you. Make use of it according to the will of Him who lends it; but never regard it for a moment as your own. Fenelon.

# Eureka Coffee Company

## Importers and Roasters

102-104-106 Carroll St.

::

Buffalo, N. Y.

THOMAS CUMPSON, President and General Manager



Mr. Grocer:—The Eureka Coffee Company wishes to make you a partner in its rapidly growing and prosperous business. The following statement of facts will prove to you conclusively why you should accept our proposition at once.

The Eureka Coffee Co. is capitalized at \$150,000 with \$70,000 paid in. It has declared as high as 38% in dividends in a single year. Our business has grown so vast and rapidly that it has surprised us. We have found that capital and *capital only* limits our present business. We have therefore decided to sell \$80,000 worth of treasury stock, the first block of \$40,000 at par value of \$100 per share, and the second block, when offered, at \$115, its present value.

You may ask why we are offering such a good thing to you. Our reason is two fold:

First, your co-operation will aid us in building a big business. Second, the additional capital will enable us to purchase our entire supply of coffee when the market is lowest.

You know how the market fluctuates. You know it is wise to buy at the low point, because it gives you an advantage.

The Eureka Coffee Company has always purchased its coffee at the low market. That's how they have built a profitable business. That's why they can offer the best coffee to be had anywhere for the price.

The sale of any first-class coffee is assured. The sale of the coffee imported and roasted by the Eureka Coffee Company is assured because of its quality and its co-operative sales plan. The products of the Eureka Coffee Company are all well known and celebrated brands, including, in addition to coffee, teas, baking powder, extracts and spices of the highest grade and guaranteed purity, a selling plan that makes them sell.

#### What We Have Done

The Eureka Coffee Company has earned in the past five years an average of better than 16% each year on the capital invested. In 1908 we moved into new quarters, a modern eight story building and fully equipped it with up-to-date machinery for handling coffee, teas, spices and baking powder. Our plan is the most up-to-date in the country, and since we have made certain improvements we have more than tripled our capacity.

The Eureka Coffee Company has made wonderful strides during the last five years and there is still room to grow.

Your money invested in this company will be as safe as it now is in the Savings Bank. Instead of 3 or 4%, it will bring you dividends of no less than 10% and possibly 40% and at the same time you will have an interest in a highly profitable and substantial institution which is going to be one of the greatest, richest and most prosperous of its kind.

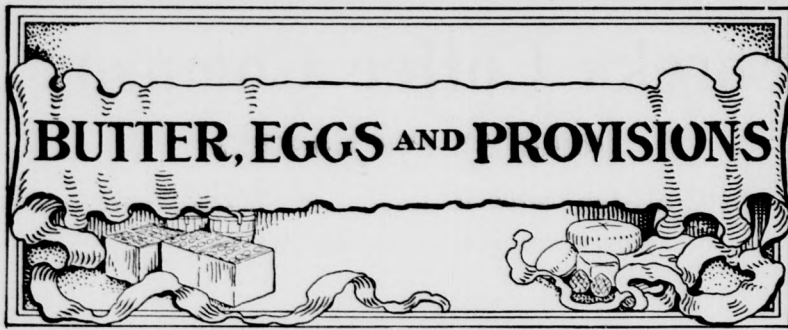
The opportunity of subscribing to this stock is offered to progressive grocers only. They are the men we want. They know our business and can help us, ordinary investors cannot.

We urge you to invest. We invite your fullest investigation. Do not let this opportunity pass without looking into it, for it will not be long before you will regret this neglect. Satisfactory arrangements can be made for making payments. As we began, so we end, urging you to investigate. Do not pass it by. Investigate.

#### EUREKA COFFEE COMPANY

102-104-106 Carroll St.

Buffalo, N. Y.



### Shipped Apples To Europe Forty Years Ago.

Written for the Tradesman.

Within recent years considerable success has attended the efforts of producers and commission men to establish a market in Europe for fruits grown in the United States. Probably the first shipment of Michigan apples to England was made by Dwight K. Hulburt and George Ismon, in the early seventies. Mr. Hulburt was born and grew to manhood in Jackson, but came to Grand Rapids in the year 1866 and soon afterward married Miss Alice, a daughter of P. M. Goodrich, a dealer in hardware. Hulburt was an active, keen-witted young man, who engaged in the business of buying and selling wool, wheat and other grains in season. He was successful in his dealings and enjoyed the confidence and esteem of the bankers of that day. His only competitor in the business was William Hinsdill, who lived near Grandville, but operated in the city.

A few years later H. S. Ismon & Son, merchants, moved their business from Jackson to Grand Rapids and occupied a store in the Island Company's building on Pearl street. Hulburt and George Ismon were boyhood friends in Jackson, and when Hulburt invited him to join in his enterprises, a partnership was arranged very quickly. In the course of time the firm learned that the apples grown in England were of an inferior quality and that the prices for which the same were sold to consumers put them beyond the reach of all but the wealthy or well-to-do. They resolved to make a shipment of fall apples to Liverpool and employed agents to buy up the orchards and to barrel and ship the same. It was to be a hurry-up job, as the firm would be obliged to invest all their funds and as much as could be borrowed in the enterprise, and desired quick returns. The apples were not sorted, the wormy and partly decayed going into barrels with the good, and when placed on shipboard the long voyage and the rough weather that prevails during the fall months caused great injury to the fruit. There were no Lusitanias nor Deutschland on the ocean in those days and the steamer that could cross the Atlantic in ten days' time was considered wonderfully fast. When the apples were taken out of the vessel's hold in Liverpool a great many were unfit for use. The Baldwins, Northern Spies, Spitzenbergs and like hardy varieties that stood the test of the trip fairly well did

not interest or satisfy the English appetite, but the tough and leathery Newtown Pippins and varieties of that character were bought in moderate quantities. The enterprise proved a failure; the firm did not realize on the shipment an amount equal to the bills paid for freight. Ill health greatly interfered with Mr. Hulburt's business career during the latter part of his life and he passed away several years ago at Kalamazoo. C. I. Hulburt, manager of the Western Union Telegraph office in the Murray building, is his son.

Mr. Ismon was a noted sportsman, and a companion who frequently accompanied him on his fishing and hunting expeditions was the late Eber Rice. The pair were spending one Thanksgiving Day in Allegan county in quest of game, and when the midhour of the day was indicated by their watches they sought for a place where they might dine. Coming out of a piece of woods they saw a farm house not far distant. The house and its surroundings looked thrifty and comfortable and the smoke arising from the chimneys seemed to say: "Come in, it's all right." They went up to the door and an old gentleman opened it. "How d'ye do, father?" Ismon enquired. "Throw that pipe aside and have a good cigar on me." Noticing a copper button in the lapel of the man's coat, Rice exclaimed, "Hello, comrade; did you ever cock a cannon? We're going to take dinner with you to-day, father. Tell mother that chicken and mince pie smell awfully good. Tell her to hurry up," Rice added. The old man seemed pleased with his visitors, but mother was not so friendly. She did not fancy such unconventional callers. However, when mother's good things were placed on the table the visitors were the first to get busy, and while father and the children of the family joined in the spirit of the occasion, mother was reserved and formal in her demeanor and did not join in the conversation. The dinner over, the visitors praised the cooking and the service, and as they arose each handed mother a silver dollar, which made the clouds disappear like a mist before the sun. Arthur S. White.

#### Their Favorite Alibi.

Cook—How do you get out of it when the missis scolds you for not answering the bell?

Waitress—I always tell her I was making mayonnaise.

Counting chickens before hatching is only the work of an expert census taker.

#### Retailers Do Not Get the Profit.

To prove that the marketmen are not responsible for the high price of beef, S. Litchfield, 921 East 12th street, says he is ready to make a demonstration before any representative body in Kansas City. This challenge comes in response to the action of the Kansas Live Stock Association, in session at Topeka, to determine who gets the money in handling meat after the feeder is paid. Mr. Litchfield asks only that he be not required to meet the direct expense of the demonstration.

Mr. Litchfield recently completed a market demonstration which American and English trade journals declared to be one of the most complete ever made. In January of this year James Wilson, Secretary of Agriculture, said in a report, according to the Butchers' Advocate, New York City, that retail meat dealers were making 65 per cent. profit on their sales. The Butchers' Advocate took exception to this and requested demonstrations from all over the country.

Marketmen over the United States took up the matter and reported the results of their experiments. Mr. Litchfield made his demonstration on a 1,100-pound steer, about 2½ years old. The steer cost \$4.75 a hundred, totaling \$52.25. The carcass retailed at \$61.08, and the offal brought \$7.23, making \$68.31. The gross profit was \$16.06. Figuring running expenses at 20 per cent., the net profit was \$2.40.

This demonstration was made in Manhattan, Kan., and certified to by two notary publics and experts at the Kansas State Agricultural College. Every cut, weight, per cent. and cost and selling price was verified and sworn to. In this demonstration he had the offal to dispose of, which, he says, would not be the case in Kansas City. Loin, porterhouse, rump roast and prime rib bring a better price per pound here than they do in Man-

hattan, but Mr. Litchfield says this is offset by the marketmen having heavier running expenses and not having the offal to sell.

What Mr. Litchfield proposes to do is to show that, as a general rule, Kansas City marketmen do not derive a profit of more than two or three dollars from a beef carcass. He says he is willing to make the demonstration before packers, commission men, live stock men or consumers.

"I do not lay the blame of high prices on anyone—packers, commission men, live stock men or any others," said Mr. Litchfield. "All I want to do is to prove that the retail men are not responsible."

Mr. Litchfield says he has been in the meat business practically all his life, beginning in England when he was a boy.—Kansas City Times.


## 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.



**YX BRAND**

Ground  
**Feeds**  
None Better

**WYKES & CO.**  
GRAND RAPIDS

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

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

# Seeds

All orders are filled promptly the day received.

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

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

## Buy Pineapples for Canning Now

Prices Low

Fruit Never Better

**The Vinkemulder Company** :: **Grand Rapids, Mich.**

Write, phone or wire your order

## ISBELL'S SEEDS WE WANT YOUR SUMMER ORDERS

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

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

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

**Guaranteed Eggs Bring Much Better Profits.**

The men who are making the most money in the egg business today are buying strictly fresh eggs from farmers under a special contract and selling "guaranteed eggs" direct to the grocer. It is not an experiment but a well thought-out plan now in successful operation and one that any creamery can adopt that is not located too remotely from a market.

The owner of a creamery in Northern Minnesota figured out that, inasmuch as the farmers in that locality must bring in their milk and cream to the local creamery regularly or at frequent intervals, it would be a good way to get eggs in fresh from the farms. This creamery, while privately owned, was essentially co-operative in that its owner was far-sighted enough to see that any increased prosperity among his farmer customers must eventually be to his advantage. So he outlined and laid before his customers this plan. Any patron, or, for that matter, any person, who would sign an agreement to market fresh eggs under his instructions would receive his prices, which would be more than the merchant in the town paid, and in cash. At the present time there are 135 farmers who have signed and are selling under this agreement. These are scattered over a territory of varying distances from the creamery, one man driving fourteen miles to take advantage of the cash prices paid.

The agreement which all have signed is as follows:

"For the privilege of selling to the creamery and getting a market established for guaranteed fresh eggs, I, the undersigned, hereby pledge myself to comply in every way with the following rules:

"I agree to deliver eggs at the creamery that will not be to exceed eight days old and to be picked in (gathered) twice a day.

"Eggs to be of uniform size (no under size nor over size).

"Eggs to be clean and to be kept in a cool, dry cellar.

"Brown eggs to be put in one carton and white eggs in another and so marked.

"Each egg to be stamped on the side and the carton on the top.

"I agree not to sell any eggs which I have marked with the creamery company's trade-mark to any one else but the creamery company, and to return stamps and other supplies that have been furnished me in case I should decide to discontinue to sell eggs to the creamery company."

Three things were sought in the contract, i. e., to get uniform, clean and fresh eggs. Delivery in eight days might be looked upon with some question, but in Northern Minnesota, even in midsummer, the nights are cool and this, with gathering twice a day and storing in a cool, dry cellar, must be responsible for the fact that no complaints have been received on the score of staleness.

The sorting of brown and white eggs saved the creamery from doing it, for there are different markets for

different colored eggs. For example, Philadelphia is a brown egg market, while New York City wants all of them white. The creamery did more than merely ask that this be done, it offered one cent a dozen more for the white than the brown eggs. The idea of this extra price was to stimulate the keeping of one class of chickens so as to insure a uniform product in the future.

There was a number on every stamp given out to the farmer and this number was recorded on the books of the creamery company. The eggs as well as the carton bore this number and at any time a complaint was received as to the quality of the eggs, all that was required was the number of the egg to locate the guilty farmer. The carton furnished the farmer held one dozen and were made in a size that permitted them to be packed in a regular standard package of thirty dozen. The following guaranty was pasted on the top of each full carton shipped out:

This Package Contains  
One Dozen Guaranteed Fresh Eggs.  
.....Creamery Company,  
Manufacturer and Dealer  
Eggs, Butter, Pasteurized Cream and  
Ice Cream.  
....., Minnesota.

Note—The eggs in this package, if they have our trade-mark on them, are guaranteed to be strictly fresh, clean and full size, and if ever found otherwise we wish you would do us the favor to report it, giving the number found on the egg.

.....Creamery Company.  
The honesty of the farmer was relied on so that the eggs were never candled and the shipper prepaid the delivery charges. The cost of handling, including the cost of the carton furnished the farmer, was estimated at one cent a dozen.

It so happened in this particular case that the creamery was situated not far from the city of Duluth and as one of the best grocers in the city was buying his butter in quantities, it was not a difficult matter to arrange for the sale of their guaranteed eggs. The eggs therefore passed through but one set of hands before reaching the consumer and as they were always fresh and dependable, they soon created an increasing demand. It is an interesting feature of this plan to note that during the year and a half that the eggs have been sold, only two complaints have been made as to quality. It is also a significant recognition of quality to know that people living on the opposite side of the city from where the grocery is located, have come by car especially to purchase a supply of these "guaranteed eggs."

Some idea of how intimately the brand of the creamery has been associated with quality in the minds of the customers was brought out in a shipment of two cases from the creamery which, for some unknown reason, came unbranded. The absence of the brand was quickly noticed by the customers and only after an explanation and the personal guarantee of the proprietor were the eggs accepted.

The lesson to be drawn from this plan may be applied to almost any locality where there are creameries. The two advantages are that it has increased prices to the farmer by compelling an improved quality through selling more directly to the consumer, and by establishing a reputation for eggs sold under a creamery brand. Then it has brought about a realization that poultry raising can be made more profitable and that it can be even more profitable by keeping better chickens and giving them better care.

The increased price paid by the creamery over that paid by the general store is, of course, not uniform throughout the year, but varies with the seasons. During the month of December, for example, the farmers who sold to the creamery were receiving 40 cents for their eggs, while the farmers who were selling to the merchants in the small towns over the state were receiving 25 cents and a good part of that in trade. Moreover, there was no expense in marketing the eggs at 40 cents, as even the cartons in which the eggs were delivered were furnished by the creamery company, while the farmers who sold to the small merchant furnished his own container. The following will furnish a more intelligent idea of the prices paid by the creamery during the course of a year:

January .....	35 cents
February .....	25 cents
March .....	19 cents
April .....	18 cents
May .....	19 cents
June .....	20 cents
July .....	22 cents
August .....	24 cents
September .....	25 cents
October .....	27 cents
November .....	37 cents
December .....	40 cents

It is of interest to know that the year previous to the inauguration of this plan of buying and marketing the quantity of eggs brought into the

village where the creamery was located only exceeded the consumption of the local market by fifteen cases. In other words, there were only 450 dozen shipped out. On the other hand, the following year nearly \$4,000 was paid by the creamery company for eggs, all of which were shipped away. The impetus which the business received was sufficient to double the business the following year.

But another feature, quite as important as the dollars' and cents' ad-

**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 Ices, 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 on your shelves.

Consult your jobber.

CRESCENT MANUFACTURING CO. SEATTLE, WASH.

**Hart Brand Canned Goods**

Packed by

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

Michigan People Want Michigan Products

Established 1876

**We Sell Millet, Hungarian Rape Seed and Alfalfa Clover**

**Moseley Bros.**

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

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 1870

M. O. BAKER & CO.

TOLEDO, OHIO

W. C. Rea

**Rea & Witzig**

A. J. Witzig

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

"BUFFALO MEANS BUSINESS"

We make a specialty of live poultry and eggs. You will find this a good market. Ship us your poultry and eggs.

REFERENCES—Marine National Bank, Commercial Agencies, Express Companies, Trade Papers and hundreds of shippers.

Established 1873

vantage, is noted in the very general improvement which is taking place in buying better stock and more modern methods of caring for the poultry. Old flocks of mongrel birds are being replaced with pure bred stock, while new and better houses are being built and a more systematic feeding of the fowls is being practiced. Poultry papers and publications on the feeding of fowls are being subscribed for liberally.

What the saving would be to grocers and the profits to farmers, if this system could be inaugurated all over the country, can not be definitely stated. The value of the egg crop at a conservative estimate is \$300,000,000. Out of this sum must be taken 17 per cent. for losses. Breakage is generally regarded as the greatest item of loss in the handling of eggs, but as a matter of fact it is not. It only constitutes 2 per cent. of the total loss. All of the remaining losses are due to other things than breakage. So that taking 15 per cent. of the egg crop that is now a total loss and which could be saved by marketing eggs through a creamery, there could be saved to the farmers \$45,000,000 annually, for the losses come out of the price paid the farmer. Do not think otherwise for a single moment. This big sum under the present system goes down the sewers of the cities every year.

But there is still another important feature. Take the State of Kansas, for instance. This state until the last year had a reputation for quantity but not for quality. In fact, there was a price discrimination in the market against the Kansas egg. Last year the buyers held a meeting to buy only on a "loss-off" basis. It has only taken one year to get Kansas to a point where the eggs from that state have brought a premium on the market because of their quality, and their old reputation for quality has been left far behind in the march of progress. That some such system of buying can be made universal is reasonable to believe. In most of the states the pure food laws would prove a good assistant in bringing about this better system of buying. However, the opportunities it offers the creameries to become an agent for the increased prosperity of its patrons can be readily seen in the success which has attended the efforts of the creamery in Northern Minnesota. The marketing of eggs through a creamery is a practical plan.

J. E. Downing.

#### Economy.

Economy no more means saving than it means spending money. It means the administration of a house, its stewardship, spending or saving; that is, whether money or time or anything else, to the best possible advantage. In the simplest and clearest definition of it, economy, whether public or private, means the wise management of labor, and it means this mainly in three senses: applying your labor rationally; secondly, preserving its produce carefully and distributing its products seasonably.

Ruskin.

#### CALIFORNIA OLIVES.

##### Ban on Imported Adulterations Makes Industry Profitable.

Monterey, Cal., June 5—There is a rapid increase in the production of olive oil and pickled olives in California, which is largely due to the pure food law, and is one of many benefits derived by the people of the United States from that legislation. Many new orchards are being planted. Old ones which were unprofitable are being trimmed up and cultivated. There is a general expansion of the industry, which has not been profitable until recently, and the usual explanation has been that honest manufacturers of olive oil could not compete with the adulterated article from France and Italy, which has been represented to be very largely cotton seed oil from the United States. Strange to say, many deal-

During the five years from 1906 to 1910 we imported an average of four times as much as we did in the corresponding period ten years previous. In 1871 the total imports were only 141,243 gallons, in 1881 they were 224,362, in 1861 they were 605,509 gallons, in 1901 they were 983,059 gallons and in 1910 they were 3,702,210 gallons.

\* The imports of pickled olives increase in about the same proportion.

Secretary Wilson has a conviction that we can produce all the food we need on our own territory and believes that there is no necessity of importing olives or olive oil if the people of California will get busy and set out orchards. Olives will grow almost anywhere in the state in the lowlands and the highlands, in the wet and the arid lands, and the enormous production in Egypt, Mo-

learn, comprises 500 acres, near La Mirada.

The demand for both the oil and the fruit is unlimited and the California oil commands higher prices than either the French or Italian, which is due to its purity and high quality. Until recently it has been practically unknown in the East, but through the energetic efforts of Geo. M. Curtis, of Clinton, Iowa, who is said to be the largest producer in Southern California, both the oil and the ripe olives can now be found in the stocks of the leading grocers in the Eastern cities.

Alexander B. Stewart, manager of the Curtis Oil Company, of Bloomington, which is near Riverside, in answer to my question, said:

"Olives have been grown in California since the days of the first missions. The Franciscan fathers brought several varieties from Spain and planted them around the missions, and from those trees sprung a certain variety known as the mission olive—a good producer, containing a larger percentage of oil than ordinary olives, and also more suitable for pickling. There was not much done in the cultivation of olives except around the missions until the late '70s and early '80s, after nearly

#### APOTHEOSIS OF THE HEN

Let others pipe lays in the war eagle's praise  
And eke to the peace-making dove.  
For each is a bird. at least so we've heard.  
That is worthy the national love.

Be ours the task—it is all that we ask—  
To sing to the downtrodden hen.

Who ne'er folly shirks, but constantly works  
For the profit and pleasures of men.

Does the dove, we inquire (we ask without ire)  
E'er pay for her board or her keep?  
And the proud bird o' prey, we ask, does he pay?  
The thought of his cost makes us weep.

But gaze on the hen and ponder again.  
Does she wait for a crisis, we beg?  
Does she demand glory either stainless or gory.  
Ere laying her valuable egg?

Nay, the sinews of war we look to her for.  
She adds to our income in peace.

Does she scream or yet coo? No, she "cackles," she do.  
That your wealth and your pleasures increase.

Let us all join in, then, to a song of the hen.  
Who makes no pretensions to rank.

In the annals of glory you'll not find her story.  
But—she stands mighty well at the bank.

ers have contended that consumers in this country prefer the adulterated article, because pure, natural olive oil is too rich and strong for them. There is no question of the superiority of the California oil over any we are getting from Italy and France, because it is made with so much greater care, just as the French oil is said to be much superior to the Italian and commands nearly double the price in the market.

We export to both those countries enormous quantities of cotton seed oil, which is used as a substitute as well as an adulterant for the genuine olive oil, but since the new pure food law was passed every purchaser of the imported as well as the domestic product is able to know what he is getting, and if he prefers the adulterated article he can identify it by the label on the bottle.

Notwithstanding the very large increase in the production of olives and oil in California, our imports of both have been growing very rapidly.

rocco, Algiers and other arid countries is sufficient proof that the olive tree does not require as much water as many other less profitable crops. Experts say that fifteen inches is sufficient, but the successful production of fruit in semi-arid regions depends entirely upon the choice of varieties, the distance of planting the trees and the methods of culture and pruning—factors that are all within the control of the grower. The possibility that large areas of semi-arid land may be adapted for olive culture at least justifies experiments of sufficient extent to thoroughly test the question.

In California at present olive orchards may be found at Riverside in the extreme southeastern part of the state, San Diego in the extreme southwest, Napa in the north, Oroville in the Sacramento Valley and at many points between. At all those places both oil and pickled olives are produced with great profit. The largest single orchard, so far as I can

**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.

#### Grand Rapids Electrotype Co.

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



100 years of nondevelopment. Between those dates, however, many groves were set out; but good judgment was not used in the selection of location. The olive is a hardy tree, yet it needs some attention. Practically no care or attention was given them and the results were far from gratifying.

"Of late years, however, the demand for California ripe olives having greatly increased, prices to the growers have of necessity advanced, and at the present time many trees are being set out. Experience has taught the grower that with a little fertilization and irrigation and scientific pruning and cultivation, the results to be obtained are far more remunerative than from almost any other fruit. The expense is far less than in raising citrus fruit, and the risk from frost, etc., is smaller.

"Growers have imported from Italy, France and Spain cuttings from almost every known variety, and about seventy-two varieties of olives are now growing in California. The University of California has issued a bulletin describing them, from which you can obtain a great amount of information. We have no accurate statistics of the number of trees planted, but groves are located all the way from the head of the Sacramento Valley to the Mexican border, it being the only place in North America, aside from the western coast of Mexico, where olives are grown. They are also grown along the western slope of the Andes, in Southern Peru and Northern Chile.

"The annual product of olive oil in California is approximately 800,000 gallons. In every instance this is marketed unadulterated and pure. The Department of Commerce shows that the exports of olive oil from European countries are in the neighborhood of three times as much as is manufactured there. The consumption of cotton seed oil in those countries is vastly less than the exports of that product to those countries from our Southern States. I have talked with two or three Italian manufacturers personally, and they have invariably admitted that the great bulk of oil exported from Italy was formerly adulterated with cotton seed oil, claiming, however, that since the United States pure food law went into effect only a few Italian manufacturers are sending adulterated oil to this country. All table oil exported from Europe to South America, the Argentine Republic in particular, is about 75 per cent. cotton seed, but is nevertheless labeled and sold as olive oil.

"The production of ripe olives pickled in California, according to my estimate, varies from 4,000,000 to 6,000,000 gallons. California practically uses no imported olives or oil. East of the Rocky Mountains the imported goods are sold almost exclusively.

"In the early days of the olive industry in California very little was known as to processes of manufacture. Italian, French and Spanish methods were used with poor suc-

cess, owing to the fact that we wished to put out positively a pure product and could not get the flavor of the imported oil without the use of cotton seed. These facts have led to an entirely different method in California, called by us the 'natural process.' All that is necessary is to grind the olives, press them and allow the juice to settle. The oil is then skimmed and filtered. European oil is marketed very soon after manufactured, the bitter tannic acid twang being eliminated by the use of steam and hot water. The California growers age the oil by holding it from one to two years. This is done in a dark place, great care being taken to keep it cool, inasmuch as light and heat will turn oil a greenish cast and give it a rancid taste. Olive oil when first manufactured is of a golden amber color.

"Regarding the value of total production of olives and olive oil, I would suggest that you figure 800,000 gallons of oil at \$2 per gallon and 5,000,000 gallons of olives at 75 cents per gallon. This, of course, would be figuring in bulk, and not in highly attractive and expensive packages. It would also be figuring at a jobbing price in large quantities. The cost of production in California is far greater than in Italy or Spain, owing to the higher price of all materials as well as the greatly increased cost of labor. Then, again, the grower here would not be satisfied with the small profit made by an Italian grower. The selling prices on the Pacific coast of the imported goods are slightly lower to-day than our own product, notwithstanding the duty and the long transportation. At the present time the California growers can not supply the demand, for the reasons that there are not enough trees planted; also because many groves have been sadly neglected, although this condition is reported as having improved and is becoming more rare.

"The Curtis Olive Company's factory was established in 1897, and has this year produced and marketed more olives and oil than any other mill in the state. Our capacity is 110,000 gallons of oil and 500,000 gallons of olives. We do not market our olives or oil in bulk, but sell everything under our own brand, catering to the Eastern trade, where we find the demand growing extensively for the California product.

"The future of the olive and olive oil industry in California," said Mr. Stewart, "is assured by the continually increasing demand for these products and by the fact that every packer sells his entire output each year and can sell more; also by the fact that olives are bringing the grower about three times as much as they did a few years ago. These conditions will surely induce many people to set out trees; but they will not bear a small crop until five years old, and will not be doing proper work until after ten years of growth. It is not possible for people to set out trees fast enough to keep up with the demand for the manufactured article."

The most perfect fruit on the trees is carefully selected and is used for pickling. After being thoroughly cleansed in running water in revolving colanders, the olives are run off into vats filled with brine. All manufacturers have their own recipes for making brine, and some of them are secret, but the general result is about the same. While experts claim to be able to detect the difference, the ordinary consumer would find it difficult to do so. After having remained in the liquor for a certain time the olives are passed through a separating apparatus, by which they are automatically graded by sizes. The little ones drop first and then the next largest, and so on. The pans into which they drop are carried across the packing room, where rows of nimble-fingered girls place them in bottles, which are swiftly filled and laid aside for the corkers and labelers. Everything is done, so far as possible, by labor-saving apparatus, and the rooms and tables and jars are sterilized and scrupulously clean.

There are several processes of manufacturing oil, and they are all very simple and much neater than those I have seen in Italy, Spain and elsewhere. Over there, as a rule, each grower makes his own oil, with the aid of his family, and the oil mill is an old building invariably connected with the stable or the dwelling in which the owner lives. The fruit is crushed between an upper and nether mill stone, revolved by the power of a blindfolded donkey. Sometimes when the donkey is tired, or is needed elsewhere, the women of the family take his place. The oil that comes from the crushed fruit runs off through a gutter in the stone floor into big earthen jars and is allowed to settle before it is bottled. There is no filtration except in very rare cases. The vessels and bottles are never sterilized as a rule. Everything is done by hand and often very dirty hands at that.

In California the fruit is picked when ripe and dried either in the sun or by means of dryers. It is then crushed in a mill and the oil extracted by a powerful press, the details of these processes varying in different mills. In some places the olives are mixed with hot water before the first pressing. The first oil coming from the press is called the "virgin oil" and is the highest grade of salad oil. The pulp left from the first operation is again subjected to much higher pressure to produce the second pressing oil. As a rule this is mixed with the "virgin oil." The pulp is now treated with hot water and pressed again, when a third grade oil is produced, which is used for the table and also for lubricating fine machinery and for burning. The pulp still contains oily matter, which is extracted with carbon disulphide, and used in making castile soap and in dyeing. In this country very little of this lower grade product is made. The oil from the different pressings is run into tanks with water and allowed to stand until the pulp and gummy matters settle. It is then drawn off carefully, filtered and stor-

ed in a cool, dark place until ready to be bottled, as olive oil becomes rancid very quickly if exposed to light and heat.—William E. Curtis in Chicago Record-Herald.

**Life.**

Life is just what we make it. It is no mystery save to the aimless; no task save to the faint hearted; no hardship save to the indolent; no suffering save to the sinful. The weak-knees, sleepy-heads, self-seekers and sense-gratifiers alone shout, "Luck!" Wise is he who recognizes as his day star a stout heart, a clear mind, an earnest purpose and substantial habits.

Harry F. Porter.

Automobile owners may have money to burn, but judging from the odor it must be more or less tainted.

**The Diamond Match Company  
PRICE LIST**

**BIRD'S-EYE.**

**Safety Heads. Protected Tips.**  
5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35  
Lesser quantities.....\$3.50

**BLACK DIAMOND.**

5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....\$3.35  
Lesser quantities.....\$3.50

**BULL'S-EYE.**

1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lots.....\$2.35  
Lesser quantities.....\$2.50

**SWIFT & COURTNEY.**

5 size—Black and white heads, double dip, 12 boxes in package, 12 packages (144 boxes) in 5 gross case, per case 20 gr. lots.....\$3.75  
Lesser quantities.....\$4.00

**BARBER'S RED DIAMOND.**

2 size—In slide box, 1 doz boxes in package, 144 boxes in 2 gr. case, per case in 20 gr. lots.....\$1.60  
Lesser quantities.....\$1.70

**BLACK AND WHITE.**

2 size—1 doz boxes in package, 12 packages in 2 gr case, per case in 20 gr. lots.....\$1.80  
Lesser quantities.....\$1.90

**THE GROCER'S MATCH.**

2 size—Grocers 6 gr. 8 boxes in package, 54 packages in 6 gross case, per case in 20 gr. lots.....\$5.00  
Lesser quantities.....\$5.25  
Grocers 4 1-6 gr. 3 box package, 100 packages in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.50  
Lesser quantities.....\$3.65

**ANCHOR PARLOR MATCHES.**

2 size—In slide box, 1 doz in package, 144 boxes in two gross case in 20 gr. lots.....\$1.40  
Lesser quantities.....\$1.50

**BEST AND CHEAPEST PARLOR MATCHES.**

2 size—In slide box, 1 doz. inpackage, 144 boxes in 2 gr. case, in 20 gr. lots.....\$1.60  
Lesser quantities.....\$1.70  
3 size—In slide box, 1 doz. in package, 144 boxes in 3 gr. case, in 20 gr. lots.....\$2.40  
Lesser quantities.....\$2.55

**SEARCH-LIGHT PARLOR MATCH.**

5 size—In slide box, 1 doz in package, 12 packages in 5 gr. case, in 20 gr. lots.....\$4.25  
Lesser quantities.....\$4.50

**UNCLE SAM.**

2 size—Parlor Matches, handsome box and package; red, white and blue heads, 3 boxes in flat packages, 100 packages (300 boxes) in 4 1-6 gr. case, per case in 20 gr. lots.....\$3.35  
Lesser quantities.....\$3.60

**SAFETY MATCHES.**

**Light only on box.**

**Red Top Safety**—0 size—1 doz. boxes in package 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$2.50  
Lesser quantities.....\$2.75  
**Aluminum Safety, Aluminum Size**—1 doz. boxes in package, 60 packages (720 boxes) in 5 gr. case, per case in 20 gr. lots.....\$1.90  
Lesser quantities.....\$2.00

**GRAND RAPIDS  
FIRE INSURANCE AGENCY  
THE McBAIN AGENCY**

Grand Rapids, Mich. The Leading Agency

# Clothing

## The Psychology of Selling Clothes.

Rules! Rules for selling clothes! Pray pardon me while I smile. Did you ever hear of any general laws governing the modes of living? No. Because those which may apply to one human being may be useless to the billion and a half other inhabitants of this world. It is a mistake to associate "rules" with "salesmanship." In their relation to clothing they are as distinctly foreign to each other as black is to white. There are no rules for selling clothes.

In the mercantile battle of progress versus competition salesmanship has become a science of the highest caliber. As one of the most powerful forces of life, it created the business world, and even now man is dependent upon it for subsistence. He sells either his manual labor or brain work to others. Salesmanship is the ruling factor in the world of commerce, and successful salesmen are the rulers, but they are governed by no set rules. Webster's definition of a salesman is "one who sells goods." True, but quite ambiguous. A man may sell but one suit of clothing a week, and in the theoretical sense be a salesman, but the commercial world of to-day does not recognize him as such when he stands beside the man who probably sells ten suits a day.

A successful retail clothing salesman, the man we know as the real salesman, is a profound student of human nature. Through his endowment of common sense he is able to see things as they are. And what is common sense but the faculty of seeing "things as they are?" Nothing. So the first and most important thing he comes to realize is that he must understand human nature. In fact, it is the most essential of his many qualifications. The next lesson he learns is that courtesy is demanded at all times. Every customer who comes into the store expects courteous treatment, and it is the salesman's duty to see that he gets it. His knowledge of human nature helps him to make the necessary discriminations. To some customers he must be humble and subservient, to others calm and dignified, according to their disposition. Size up your customer. When he steps upon the floor, immediately form an idea of his character, and if you be an experienced salesman with a fair knowledge of human nature your conception of his desires will, in the majority of cases, prove correct. If he be a man of cheerful, lively appearance, greet him with a smile, and at the proper moment tell him a good joke. Be jolly with him, but not too much so. Do not overdo the thing or you make a worse impression than if you had kept your mouth closed. Should you approach such a man with a morose look upon your face you will create a bad effect. The idea I mean to convey is that the salesman should fit himself

to the occasion always. Now I will go to the finer points in the science of selling clothes, and incidentally cite as illustrations for your benefit some of my own experiences:

Yesterday a young man whom I was assigned to wait upon said to me, "I have found just what I want somewhere else, but would like to see your dark gray \$25 spring overcoats." It was obvious from his remarks that he was still open to conviction, and I realized that I had a possible chance to sell him a coat. I soon formed an idea of what he desired, and showed him a \$30 coat. After admiring it, he said, "But that's \$5 more than I want to pay." However it was the nearest thing we had to the description of his wants, so I immediately set out to convince him that our coat was worth \$5 more of his money than the one he had chosen elsewhere. Now, it was evident to me that the sale could never be made by persuasion, but by carefully reasoning with his judgment, I felt confident that he could be convinced. I had before me the task of demonstrating to his satisfaction the superiority of our garment over one I had never seen, but I realized that I had everything to win and nothing to lose. Taking a chance on his not having observed this feature in the other coat, I pointed out the hundreds of little fine stitches that hold the front of our coat in permanent shape, and explained to him how important these little stitches are in the construction of a coat that will retain its original shape. This seemed to appeal to his sense of reason. The other coat may have had the same kind of stitching, but fortunately for me he had not noticed it. The sale was soon consummated and the transaction ended.

There is a certain salesman in this department who shows a customer sometimes fifty and frequently twenty-five suits of clothes. He averages about three sales a day. He is not a salesman—he is a human stock-cyclone, and it often requires about three stock boys to replace the suits that he has left scattered around after he has served a customer. His belief is that customers should be shown suit after suit until they find what they want. He is wrong. The real salesman first observes the customer's clothing and general appearances, then seeks an expression of that individual's particular desires, and with this information to guide him, selects a suit and proceeds with the try-on. The first selection may be a trifle too dark, or perhaps the pattern does not exactly please. If carefully chosen, the second or third suit ought to strike his fancy. The real salesman seldom finds it necessary to show more than five suits. Experience has taught him that the greater variety of styles, shades and patterns a customer is shown the more confused he becomes, and his original idea finally grows so obscure that he leaves the store undecided upon his wants, his mind completely upset by such a conglomeration of clothing. Whenever possible, it is best to keep the customer's mind restricted, but there are times when, no

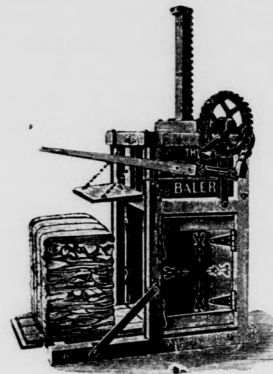
matter how determined he is, his mind must be changed, and it is here that clever salesmanship comes into play. If a salesman is in doubt he can usually tell just what a customer wants after he has been shown three suits.

Some men are susceptible to flattery. A man of very peculiar notions came into the store the other day to buy a suit. I soon labeled him as a person hard to please. He gave me an idea of what he wanted and tried on two or three suits. By a neat little complimentary speech I made that fellow believe that he was the best looking man who ever honored our clothing department with his presence. This sort of work calls for clever talking, not too much, but enough to win. I make it a practice to accompany every garment with a pleasant little speech, emphasizing some feature of its construction that I believe will appeal to that particular customer. By drawing him into conversation you can generally discover some one of his fads or fancies, some one hobby or weakness that he and every other man possesses. As a baseball pitcher does with the batter before him, find the customer's weak spot and play for it, but remember that you must play fair to win. Always bear in mind your customer's future satisfaction. One permanent customer is worth several temporary ones. It is the salesman who holds his trade season after season that is the most valuable to the retail clothier.

There are no two people alike. Each

customer must be considered an individual character and his human nature studied. A great deal depends upon the manner in which the salesman approaches a prospective buyer. Be careful in your greetings. It is right at the beginning that mistakes are often made. The first impression is a lasting one. A man of unyielding disposition expects the salesman to kneel to him, while a man of gentle nature would laugh at such treatment. Bow to the wrong man and you are looked upon as an ordinary cur. Approach the jovial character in a dignified way and you are an egotist in his eyes. By your actions and your words you should gain your customer's confidence at the earliest possible moment. Do and say the right thing at the psychological moment. Be a slave if you must, or act the part of a dictator if more appropriate. A clever salesman is a mind and soul contortionist, skillfully twisting his conversation as the occasion demands. To the baseball fanatic he talks of baseball, and to the clergyman he speaks of religious subjects. In my pocket now I have a little memorandum book containing the names and addresses of more than one hundred men, all customers who have dealt at this store for several years. At a glance I can tell you something about each one of them, their business, their fads, or where they spend their summers and winters. All this information I gathered from numerous conversations we had when they came here to buy clothes, and every bit of it has been

## Why is the Wolverine Baler Best?



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

Write to-day for PRICE and Catalog.

**YPSILANTI PAPER PRESS CO.**

YPSILANTI, MICH.

## VICTOR HUGO SAID

"The orderly arrangement of his time is like a ray of light which darts itself through all his occupation."

## USE THE BELL

Long Distance Telephone service to make the most of your time.

Every Bell Telephone is  
a Long Distance Station



helpful to me in supplying their wants. Each of these names was written in this little book after that particular customer had asked for me the second time, thereby assuring me that I had made the desired impression upon him. They come here and call for me season after season, and I make a special effort to treat them as courteously upon their tenth visit as upon their first.

Courteous treatment toward a customer should never cease. He deserves just as much courtesy after a sale is consummated as before. It is the best invitation a salesman can extend to a customer for his future patronage. Do not lead the customer to believe that you are merely after his money.

A certain salesman I have in mind ceases to know his customer after the purchase is paid for. There are alterations to be made perhaps, and on the second day after the sale the customer returns for his suit, seeks the salesman from whom he bought it, and says, "I would like to see my suit if it is ready, please." "What is the name?" curtly asks the indifferent salesman, and whether he knows it or not, he has committed an offense. Probably he does not care. However, he directs his customer, unescorted, to the call desk, where he gives his name to the boys in attendance, who, after a few minutes' fight, consent to deliver the suit to the man in waiting, and in the meantime they ask him several impertinent questions concerning his past life, how long he has lived at that address, etc. Ten to one, that gentleman leaves determined never to return there again, and you can hardly blame him. The real salesman greets his customer as cordially upon his return as he did on the first visit, with "Good morning, Mr. ———. How are you to-day? We'll just step right here and get your suit." The salesman accompanies him, meantime conversing upon some interesting topic, and they examine the suit to see that the alterations are satisfactory. If so, the customer is told that the suit will be sent to his address immediately; he is escorted to the door or elevator and bid a polite good day, with a kind invitation to call again.

Another fault that some salesmen have is that of passing flippant, unbecoming remarks within the hearing of customers. Nothing causes a man to feel more embarrassed under such circumstances than to feel that comments are being made about him. Salesmen have sometimes said to me with a sarcastic smile upon their faces, "I've got a nut this time," or, "This fellow's crazy as a loon," or some other uncalled-for remark. If the customer did not happen to hear it, they could see the expression on the salesman's face and guess at its meaning. Nothing but bad results come from such manners. Salesmen should ever be careful while in the presence of customers. Refrain from making any chance remarks about your customer, especially while he is in your store, and it is not gentlemanly to do so at any time. He expects and deserves the most cour-

teous treatment within your power. You have no right to ridicule any of his ideas, and you do so at your own expense. While making a sale try to put yourself in the other fellow's place. Remember that the manner of approach, the first words, the personal attention you give the sale, all go to make either a good or bad impression upon the man you are assigned to serve, and your impression should be one that you would like to have stamped upon his mind if you would have him return.

Confidence goes a long ways. When you have gained a customer's confidence it will be considerably easier for you to make the sale. If he has confidence in you he will respect your opinion. Do not weaken in any discussion pertaining to the clothing you are trying to sell or your customer will instantly lose confidence in you, and you will probably lose the sale. Contend only for things which you are sure of, and then uphold your contentions always. If a customer discovers that he can convince you to his way of thinking you drop fifty degrees in his estimation. You are the one to do the convincing, and the customer is the one to be convinced, which is often brought about only by acquiring his standing confidence. A young man came in here last week with the idea in his head that he wanted a brown suit, and nothing else. We did not have just what he wanted, and to sell that fellow a suit I realized that I must first gain his confidence, then convince him that dark gray was more becoming to him than brown. He never would have believed that if he did not have confidence in me and what I said. He bought the gray suit. I continued to talk to him until he left the store, one of the best satisfied customers I had during the whole week. So you can see how essential it is to first secure a customer's confidence.

In the course of a season a salesman, no matter how clever he be, meets men whom he is unable to convince one way or another, men who are stubborn and obstinate, who are determined to have what they set out to find or nothing at all. Such customers are hard to cope with unless they can be satisfied at the start. If handled carefully, the case is worth a trial sometimes. Now, if you have just exactly what he wants, the elevator boy can make the sale as easily as the best salesman on the floor. No talking is required. It is simply a matter of exchanging your suit for his money. The other day a man stepped off the elevator, and walking up to me—I happened to be the nearest—demanded that I show him a brown suit with a blue stripe in it, adding that he cared to see nothing else. The tone of his voice could not be mistaken, so, not having anything like he requested, I politely replied, "I regret our inability, sir. Elevator No. 5 is going right down. Good day." Well, did he go down on elevator No. 5? Yes, after he had bought a suit of clothes, and it was not a brown with a blue stripe, either. Had I spoken to him

otherwise, he probably would have gone down as I invited him to, but he was not going to be outdone by me—he thought—and refused to leave until he saw for himself whether we had what he wanted or not. I had to create in his mind a confidence that I knew better what he wanted than he did himself. Confidence won. He lost, but I dared not intimate such a thing to him or he might have returned the suit.

Another hard-to-please customer came in the store that day. I was compelled to show him about four suits before I could find out what he really wanted, and he changed his

mind so often, I don't believe he knew himself. I showed him the fifth suit, and he said, "That's just the thing, but I want a blue stripe this way and a green stripe that way, designating with his finger. "I'm sorry, but our artist is out to luncheon," I replied. That sort of gave him an idea that a pattern as he described was rather impossible, and he reverted to something sensible. He bought the second suit he had looked at.—Clothing Salesman in Apparel Gazette.

The play might have been the thing in Shakespeare's time, but now it is the box-office receipts.



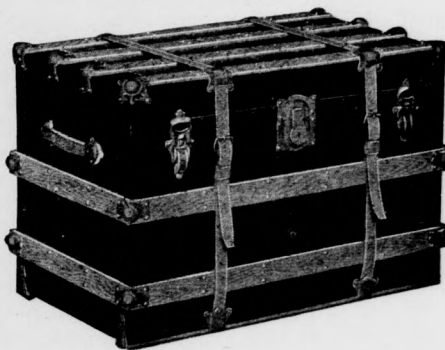
## Cog Gear Roller Awnings

Are up to date. Send for catalog.

Get our prices and samples for store and house awnings.

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

## 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



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.

Write Dept. Y.

**American Seating Company**

215 Wabash Ave.



CHICAGO, ILL.

GRAND RAPIDS

NEW YORK

BOSTON

PHILADELPHIA

## GOOD ADVICE

## Applicable To Retail Dealers Everywhere.

In the busy life of modern business there are three factors of supreme importance. These three factors come closest to every business man, but are often likely to be overlooked. To the man in business the trade paper plays a most important part in material success; the local paper is the big factor that gets closest to the people with whom he does business, but greatest of all things that this country affords is the public school system. Every trade and industry has its trade paper. Most of them have several. These trade papers are the Books of Sacred Word for the men engaged in particular lines of trade. The trade paper works all of the time in the interest of retailer and manufacturer. It makes its calls every week or every month in the year without interruption. It gets to where a salesman could never penetrate and it delivers its messages every time. It does not go to ball games, oversleep, quit its job at the most inopportune time, and it does not overlook a single customer, leaving him for the next call. It works all of the time, in and out of season, rain or shine, in the hottest weather and when the mercury is hiding in the bulb to get away from the cold. It is the greatest commercial force that enters any business field and is the ever-ready champion of the cause of business. The trade paper is the most read of all publications by exactly the people it benefits most. It is always dependable, and the trade paper of today is more responsible for the wonderful development of business interests than all other influences combined. Too often the trade paper is not appreciated at its full worth, too often it reaches the waste basket before its time, too often its value is disregarded, when as a matter of fact every issue of every trade paper is worth many times what it costs for a year, for every trade paper no matter how poorly edited, contains some bit of trade news of value to every man in the field. When you get your trade paper, give it the consideration to which it is entitled. Remember it is working for you while you sleep. It works for you when you pay your subscription and when you let it lapse. It carries valuable messages to you no matter where you are and it is the pass key to success in your chosen line. It is the ambassador, delegate extraordinary, of the manufacturers who use its pages. It is as important to you as your bank book and the sooner you learn this, just that much quicker you will see yourself making greater strides toward success. To the manufacturer it is a salesman. It is untiring, never resting, always reliable, and no trade paper, no matter what its advertising rates, gets less than it is worth. It is the one grand opportunity presented to manufacturers to tell the story of their wares to an army of interested buyers all at one time at a very small

cost. It is the advance guard of the commercial traveler and the forerunner of the signed order. To both retailer and manufacturer the trade paper is the most important, valuable and profit-producing invention in the world's history. Read your trade paper. Patronize its advertisers. Follow it closely. Advertise in it and see that the paper in the particular field in which you toil is the best it is possible to make it. It is your responsibility, and in shouldering this responsibility you increase your own bank account.

The local newspaper is the best friend that a retailer can hope to have. It is the means by which he is enabled to carry his business messages right into the very heart of the homes, where they will be read and listened to by every member of the household. The local newspaper stands by the local merchant through thick and thin. Like the trade paper, it works when it gets paid and when it does not. The merchant who does not use his local paper liberally is paying for it just the same. He may not think so, but he is. The local paper is the backbone of good government. It is the most potent force in molding public opinion, and to the credit of local editors, be it said, that, as a class, the local newspaper is the most incorruptible institution of the present day. If there is a single retailer anywhere in the country who does not use his local newspaper liberally and intelligently, he is making the greatest mistake of his business career, for the local newspaper will furnish the demand which will sell his goods. Using the local newspaper does not consist in running standing advertisements, but it does consist in supplying the editor with the best copy that can be procured, in liberal quantity and a change of copy for every issue. The man who does not change his copy hurts himself and hurts the paper. His trade wants a new message, and the man who puts up his new message in the most attractive manner is the man who gets the business.

Here is a thought for sales managers. In spreading the annual appropriation for advertising, the local paper should not be overlooked. True enough, it would be impossible for a manufacturer to schedule the hundreds of local newspapers he should use to boost his product, for an attempt of this sort would lead to no end of complications. Every sales manager figures a certain percentage of his cost to be devoted to advertising, and this is used up in billboards, magazines and special printed matter for general distribution. Instead of this, suppose that the sales manager provide that a certain percentage of sales to retailers should carry with it an appropriation for local newspaper advertising. I tell you the results would be phenomenal. Cut down some of the special printed matter and general publicity, and make it a part of the contract with the dealer, that so many dollars are to be spent in his local paper, and then let the manufacturer, with the aid of the dealers, furnish the copy.

The result of an innovation of this kind could only result in the greatest possible success. The local paper gets closer to the community than anything under the sun and the man who has goods to sell and who disregards the local newspaper pays heavily for his neglect.

It is the duty of every man in this country, to vote at every election. When men fail to exercise the franchise they take the first steps downward toward the deterioration of the country at large and their own community in particular. No man can afford not to vote. It is not only a duty and privilege but it is a business necessity and precaution. Every vote counts and practical politicians seem to be the only persons who understand and appreciate this. If the rank and file understood it as well as they do, government would be vastly improved simply because the majority of bad men vote and the majority of the other class do not, and there is another important feature to this matter of voting. The public school is the bulwark of American civilization and it is the foundation of our great Government. The public school is the great means of providing instruction that makes this the most enlightened country in the world's history. It is controlled by the voters and is in their hands all of the time. A failure to vote lays the public school liable to attack and disintegration. The public school provides the salesmen for the manufacturer, the clerk for the retailer; the consumer; the future captain of industry. The entire future of the country, its prosperity and its success, lies directly at the door step of the American public school. The little men and women who to-day are learning to read and write in the public schools are the men and women who to-morrow will control everything this great country affords. If you have never thought of it in this

light before, remember that every neglect on your part to vote is a direct blow at the public school and at the institution of government, and make up your mind right now never to neglect that sacred duty again. In every community we have the public school and the local newspaper, and these two institutions are more entitled to the unqualified support of every individual than all other institutions combined. Make up your mind to support these two truly American institutions and see that your locality has the best public schools and the best local newspapers in the country. Supplement this, you business men, by reading and studying your trade paper, and remember that you are not only building for yourself but for those who come after you as well.

Wesley A. Stanger.

## Means of Identification.

"I am to meet the Duke at the dock."

"But he has never seen you, girl."

"For means of identification he is to wear a red carnation and I am to carry \$1,000,000 in my left hand."

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

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.

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. (Wenham Block)  
Citizens Phone 2672

Grand Rapids, 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 13½ cts. per gallon with one barrel free with each fifth barrel shipped this season

F. O. B. Kalamazoo, Lawton, Grand Rapids, Saginaw, Jackson, F. O. B. Detroit, Alpena, Traverse City or Bay City.

STOCK ALWAYS ON HAND AT THESE POINTS

An Ideal Pickling and Table Vinegar  
Satisfaction Absolutely Guaranteed

Lawton Vineyards Co.

::

Kalamazoo, Mich.

### Changes in the Baking Business in Twenty Years.

Twenty years ago the baking business was in the hands of men of secondary standing and education. The baker of that day cared little for special training in a scientific way, for consolidation or concentration of effort for economy, and baking publicity was not even thought of. The master baker then was generally uneducated, his whole asset being physical strength and endurance. He cared little for the society of men outside of his own following, and was rarely associated with men of enterprise and enthusiasm. All work in the bakeries was done by hand. The thermometer was never used to judge the dough. Business system was laughed at and turned aside, and advertising was not even thought of. The bakery was generally located in some musty cellar and subject to great extremes of heat, and a baker was generally singled out by his bleached, colorless complexion, due to this condition.

The delivery of that time was more the two-wheeled push-cart, and the baker himself was generally the man behind it. His business was almost always limited to a certain neighborhood, and if he wished to obtain additional trade it was gotten either with additional weight or by cutting the price. His drivers or outside men were just as the name implies, drivers, not salesmen, and their business was generally gotten and held with beer, not with the use of their brains.

These things are recited, not to reflect in the least on the older men in the business, because twenty years ago conditions were entirely different from those of to-day, and I am sure the older bakers of that time to-day hold the respect of every progressive baker. The writer could dwell for a long time among conditions of the past, but will now come to the present:

We are no longer in the cellar; we see the sky that meets the earth at the horizon, and we take a deep breath of pure fresh air and sigh, "Is it all true?" The first floor for the advancement of the bakery is complete. We have also finished the foundation. We now have the modern bakery covered by modern business systems and the people attracted by a modern bakery publicity. Almost every operation in the bakery is now controlled by machinery. The bakery itself is a place of sanitation—clean, neat and immensely attractive to the people at large. The business itself is conducted on a system that causes the business man in other followings to "sit up and take notice." The product is almost uniform.

Education has been looked into and applied by the progressive baker. Our master bakers now have personality, and control their share of the finance in the towns and cities, and are showered with respect and credit. But we are still confronted with one grave question, that is, "the complete elimination of home baking." Do you realize that only one-fourth

of the flour produced in this great United States is utilized by the baker? The balance is consumed in the manufacture of macaroni and in the kitchen, outside of what is used in various other trades as a secondary commodity.

Here is an argument that I wish to place before you as a sort of illustration as to how we can advance. Does the housewife make the soap, roast her own coffee, kill her beef and make her own sausage? No. Does she make her own bread? Yes. This must be stopped by the baker if we wish to advance as we have in the past twenty years. We still have more stories to add to our strong structure, and one is the elimination of practically all home baking. This can be done by co-operation, consolidation by the baker for economy's sake, and a nation-wide publicity campaign carried on continually, advertising the beauty, the quality and the extreme care with which the bakery products are made.

The bakers of to-day are in touch with plenty of capital, and their next duty is to own and operate their own mills in various centers. We have the market for our product which will eliminate the selling cost per barrel of flour, which is to-day the greatest expense the miller has, and ranges all the way from 15 cents to \$2 per barrel. This transaction will place in the hands of the bakers for the benefit of humanity the net profit per barrel of flour, and will be utilized for the buying of the best quality of wheat, and the selling price eliminated will enable us to give the home a loaf so good, so large and so uniform that breadmaking at home will soon become a lost art. The same applies to cake. We will then build our own yeast factories, and with what money is used by the yeast manufacturer to advocate home baking and encourage it, to sweeten the trade, entertain or bluff it, we will help improve our product.

Just think what a broad field we have. Think of how much is in our favor. Can you imagine any other business on earth so promising? Everybody is a good judge of good bread, but how many are judges of good flour and yeast? Don't you see what I am trying to get at? Our product when it goes on the market is complete, and it does not have to be re-manufactured. If it is good, if it has the size and the quality, everybody knows it. There is no question asked. On the other hand, flour and yeast may be ever so good or ever so poor and there is always the question. But good bread is without question. Give it a name, back it up with quality, quantity and publicity, coupled with modern science, improved factory and delivery methods, own the mills and yeast factories, eliminate that effort which the miller and yeast manufacturer are being found to encourage in home baking and the baker will end history as he began it—"the most important and the most necessary individual to humanity." It is up to us; let's get busy. W. M. Campbell.

### The Worth of White Flour.

More technical instruction should be offered in milling and testing of flour, and this instruction should be of a practical nature. The miller is by no means the only one that is in need of instruction. The average high school and college graduate knows but little about the value of flour and foods in general. The value of foods should be studied more extensively in our schools and colleges. People know but little about foods. Most text books upon physiology and chemistry do not treat of the subject of foods as extensively as they should, and, as a result, quack literature is too abundant. The chemistry of flour and breadmaking are subjects more worthy of study in schools and colleges than are mythology and ancient history. If more instruction were given in foods people would be better off healthwise, and they would not be so easily imposed upon.

Wheat flour is not susceptible to gross forms of adulteration. Less adulteration is practiced in the case of flour than of any other food article. Any tampering with the composition of flour or addition of any foreign material shows itself immediately in the production of a smaller or poorer bread product. Any chemical treatment weakens the expansion powers and affects the gluten, which is a sensitive mixture of chemical compounds easily oxidized. As an illustration, if the flour is sterilized at 180 degrees Fahrenheit, the loaf is slightly smaller in size.

There is no food product which has had a better reputation for honest worth than wheat flour. The roller process of milling has been a step in advance in the production of flour of highest food value, because the granular middlings which were formerly lost are now reduced and recovered in the flour. It is more economical to grind flour by gradual reduction between steel rolls and to pass it through silk bolting cloths, than it is to attempt to pulverize it in the human body, and force the coarse

particles along the delicate membranes.

Dr. Robert Hutchinson, of the London Hospital and of the Hospital for Sick Children, Great Ormond street, London, in summing up the work which has been done by different scientists, says: "On the whole we may fairly regard the vexed question of whole meal versus white flour as finally settled and settled in favor of the latter." Harry Snyder.

### The Dainty Dutch Delicacy



Made in Holland by Holland bakers.

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

Good for breakfast, lunch, dinner.

Good with jam, jelly or cheese.

Good with milk or cream.

Good with a poached egg.

Good with strawberries and other fruit.

Good with coffee, tea or any other drink.

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

Good in a hundred ways.

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

**Holland Rusk Co.**

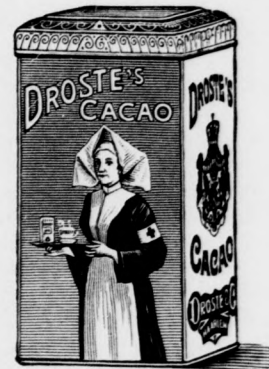
Holland, Mich.

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.

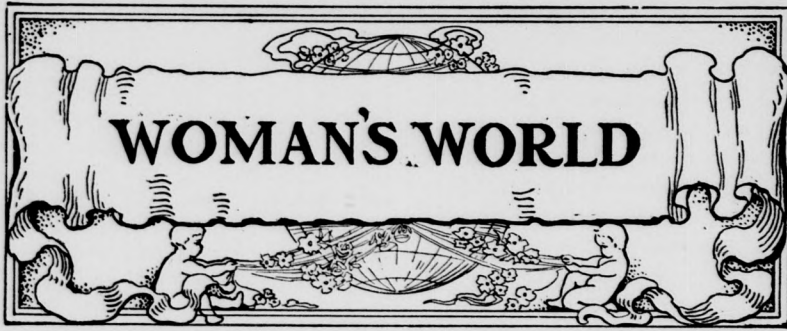


### Is Your Output of Cocoa Increasing?

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.**



### Overproduction

No overproduction of leather and shoes.  
 But an overproduction of corn:  
 Too much of everything is grown:  
 Too many people born.  
 A surplus yield of wheat and bread,  
 Of potatoes, oats and rye.  
 Hog and hominy, ham and eggs,  
 And home-made pumpkin pie.

Too much to eat, too much to wear,  
 And cattle on too many hills:  
 Too many agricultural tools,  
 Too many scrapers, ploughs and drills.  
 There is a surplus now of clothing,  
 Of every grade and kind:  
 Too many books and papers,  
 Too much thought and mind.

Too many men to do the work:  
 Too many women to weep:  
 More daylight than the people need,  
 Too much night for sleep:  
 Of benedicts a surplus,  
 An oversupply of wives:  
 Too many birds and blossoms,  
 More bees than there are hives.

More sunshine and more shadow  
 Than is needed for the dell:  
 An overproduction of gravestones,  
 More coffins than we'll sell.  
 An overproduction of ignorance,  
 A sight too many schools:  
 Too many poor, too many rich,  
 And lots too many fools.

### The Wife That Receives a Husband's Devotion.

Written for the Tradesman.

Mind, I do not say the wife that deserves a man's devotion. Dear reader, however it may be in the next world I can not tell, but in this present life things do not always come out as it seems to us they ought to, and deserving an honor or an advancement or a pleasure does not always insure one's getting it. Honest worth often fails woe-fully of receiving its proper reward. Please make a brief mental note of this well-established fact. Later on we shall refer to it again.

It goes without saying that every woman wants her husband's devotion. When the bonny bride dreams her fond day dreams and pictures to have in store for her, always her husband's love for her and pride in her just as they are to-day, only richer, fuller, deeper as time rolls along—these are indispensable in all her ideas of a happy and successful married life. Of money and honors he may bring her much or little—being human she naturally prefers it shall be much—but even should the wedding vow prove to be "for poorer" instead of "for richer," still, if she holds her husband's favor, if she is the center of his life and he continues, metaphorically speaking, to sit at her feet, she will count herself blessed among women and pronounce marriage, in her own case at least, to be far from a failure.

So long a time have women lived upon this earth—some thousands of years at least it is conceded by all authorities—and so universal among every sister of them all is this desire for man's continued adoration, that it would seem that long ago the more astute members of the sex would have worked out reliable formulas on how to retain a husband's admiration and affection, and passed them on to others of their sex having less penetrating minds. Surprising as it may seem, this never has been done, but each one goes blundering along according to her own devices, unaided by the experience of others.

For example, countless women still are making and countless more for long years to come still will make the world-old error of supposing that self-abnegation on their part will give them the desired boon—the devotion of their husbands. Women of this type have a wealth of affection in their hearts and but precious little practical sense and knowledge of human nature in their heads. Such a one humors her husband's every whim, caters to his every wish; it is only the dishes that he likes that are prepared for the table; she wears her old clothes, he has new; she stays

at home and economizes, he gets out in the world and sees something. She walks to floor at night with the teething baby, while his rest is undisturbed. She pinches every penny, he spends lavishly on his personal luxuries.


A few years of this kind of thing and the wife becomes fagged out and run down in appearance, and falls to grieving because her husband no longer cares for her. She wonders why it is. Surely, it seems to her, she has worked hard enough. Yes, she has worked hard enough, but when will she and all her like grasp the simple, elemental truth that a man's devotion never is secured by always giving him the biggest piece of pie. Man, even the most highly developed and civilized specimen of his sex, has still in his composition a great deal of the child and a great deal of the savage. In spite of all that can be done, he prefers to lavish his attentions upon a nifty, selfish, up-to-date sinner, rather than upon a faded, dragged-out saint. As was remarked in the beginning, deserving a thing does not always insure one's getting it.

Of all the virtues no one is more misunderstood nor more often misapplied than self-sacrifice. Exercised with an intelligent regard, not for the mere passing gratification but for the genuine welfare of an-

other, it is one of the noblest of traits; used blindly and without proper discrimination, the most abject self-denial on the part of one person may only serve to nourish the growth of arrogant, unfeeling self-love in another.

I am convinced that there is enough self-sacrifice in almost every

There is no risk or speculation in handling



**Baker's Cocoa and Chocolate**

Registered, U. S. Pat. Off.

They are staple and the standards of the world for purity and excellence.

52 Highest Awards in Europe and America

**Walter Baker & Co. Ltd.**  
 Established 1780. **Dorchester, Mass.**

### FOOTE & JENKS' COLEMAN'S (BRAND)

Terpeneless High Class  
**Lemon and Vanilla**

Write for our "Promotion Offer" that combats "Factory to Family" schemes. Insist on getting Coleman's Extracts from your jobbing grocer, or mail order direct to

FOOTE & JENKS, Jackson, Mich.

# IF A CUSTOMER

asks for

# HAND SAPOLIO

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

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

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

household to run it on very Christian principles—that is, if it were more evenly divided. Ordinarily it is massed up too heavily on one side or the other. In one house it is the wife who is too self-forgetful and carries always a heart hungry for the affection she craves and never receives. In the very next the tables may be completely turned, and we find a husband who toils faithfully, working early and late through the best years of his life, for a hard, selfish, thoughtless wife who has not even the grace to express appreciation of his self-denying efforts, but takes them all as a matter of course. This type of woman certainly is not to be set up as a model for other women to imitate, but it must be admitted that she sometimes receives the fullest possible measure of a husband's devotion. Some men seem to be born devotees, and to lack the sense of the fitness of things that would require that the object of their worship be worthy.

"A fool there was and he made his prayer  
(Even as you and I!)  
To a rag and a bone and a hank of hair  
(We called her the woman who did not care);  
But the fool he called her this lady fair  
(Even as you and I)!"

So much for the woman who "never knows why and never can understand."

But there are a few women who seem to have a fine, sure instinct for what may be called a square deal in matrimony. They do not make slaves of themselves, nor yet do they have the vampire nature that seeks to make a slave of a kindly-natured, generous man. They are devoted to their husbands and children, and yet they carry themselves with so sweet and gracious a dignity that they receive unstinted devotion in return.

I call to mind one such whom her husband, a plain man and a little old-fashioned in his methods of speech, usually refers to as "She." I wish I might convey the feeling of perfect trust in her wisdom and capability that are expressed in his every mention of "She." Unlike the poor fellow who pays homage to the vampire woman, the husband of "She" receives a largess of benefit than that which he so heartily bestows. Quillo.

**Price Cutting.**

Making a cut in price to secure a customer is a grievous mistake, as it is impossible to get the right price again, and the customer is never satisfied, as he always feels that he is getting an inferior article.

How can you expect a customer to have faith in your goods if you have no faith in them yourself?

Make as good goods as you can, get them where you feel they are right and then have backbone enough to demand a fair price for them.

It is self-evident, and an admission on your part, that your goods are not up to the standard when you cut the established price.

W. H. Keig.

**Noisy Automobile Sign of Vulgarity.**

"Noise proclaims the novice in automobiling as in every other diversion or sport we have," said the veteran motorist, as he stood at the corner and watched the endless line of cars roaring and whirling past.

"There is no more need of the vulgar racket that we hear every day and which is making New York a bedlam, than there is for a woman in evening gown to rattle the dishes before she partakes of her Little Necks on the half-shell or to beat the chafing dish with a spoon when the lobster a la Newburg is set before her. It is merely an instance of the overlucky and underbred making an unnecessary proclamation of 'Here I come. Stand aside and let me show you how to drive a car.'

"And, if you will notice, it is generally what they call the 'nouveaux riches' that are the most flagrant offenders in this respect. You can tell them easily. They clatter down the street with the exhausts wide open, frightening children and feeble old women, disregarding all the little amenities of the road and often forcing the more conservative and careful automobilists to slow up and give them the right of way whether it is their due or not. They have no consideration for persons afoot or in vehicles, provided the other cars are not as powerful as theirs, and they attempt to lord it over every one with whom they come in contact. They open exhausts without regard to traffic or the vicinity; they disturb the peaceful and quiet drives and murder the hours of the early morning, absolutely without rhyme or reason.

"Every automobile built to-day is so constructed that there is no necessity to open the exhaust merely on the excuse of learning if the motor is running smoothly. Every one has sufficient power to carry it through all emergencies of street traffic or up any grade in the city. No well built, modern automobile develops anything more than theoretically additional power through pulling with the muffler open, provided the machine receives the attention that should be given to any engine under normal conditions.

"I have driven automobiles of all kinds for ten years and have found the only time that using the exhaust was excusable and of real benefit to me and to persons in the street is in a crowd or in jammed traffic. Then it serves well as a continuous warning.

"Notice this big fellow coming. The cauffeur jogs along easily and quietly, giving ample berth to any pedestrian who crosses the path in front of him. He is an old time driver, and while he sits apparently immovable his imagination has conjured up a thousand emergencies in the block he is traversing, and almost any moment he is ready to jam on his brakes to avoid a person stumbling and falling in the roadway, a runaway dashing from the side street or a pedestrian darting from behind a trolley car.

"Watch the next fellow in his glittering new car that is his first. With

exhaust open he shoots over the crossing, swerves around horse drawn vehicles, missing pedestrians by a narrow margin, for he is counting on their getting out of his way. If he strikes any one he makes the lame excuse that the pedestrians dodged forward and backward and he could not avoid an accident, or that his brakes did not work, or that his steering knuckle broke or some other explanation that only marks him as new at the wheel.

"Not an automobile is turned out of the factory to-day that is not capable of being brought to a stop in five feet when running at a speed of fifteen miles an hour. The careful driver is well aware of this and at no time is a person in any danger from him. But the careless driver, running with exhaust wide open, figures that every one will give a wide berth while watching him shoot by with affected dexterity."

**The Artistic Temperament.**

David Bispham was undergoing the ministrations of the ship's barber.

"I 'opes," said the barber, "that we shall 'ave the pleasures of 'earin' you at the concert to-night."

"No," explained the famous singer. "I've had a long and exhausting season in America and within a few days I am to open in London. I have decided not to do anything on this voyage."

"It's the same way with me," said the barber, understandingly. "When I'm hashore I never looks at a razor."

**Sales Books SPECIAL OFFER FOR \$4.00**

We will send you complete, with Original Bill and Duplicate Copy, Printed, Perforated and Numbered, 5,000 Original Bills, 5,000 Duplicate Copies, 150 Sheets of Carbon Paper, 2 Patent Leather Covers. We do this to have you give them a trial. We know if once you use our duplicate system, you will always use it, as it pays for itself in few extra charges alone. For description of our complete and special prices on large quantities, call on The OEDER-THOMSEN Co., 1928 Webster Ave., Chicago. Agents Wanted. NOTE:—In sending in orders, do not forget to furnish copy of printer desired. It takes from 10 days to 2 weeks to execute orders.



**Ha, Ha, Ha, Ha,**

O. how easy to stop that awful

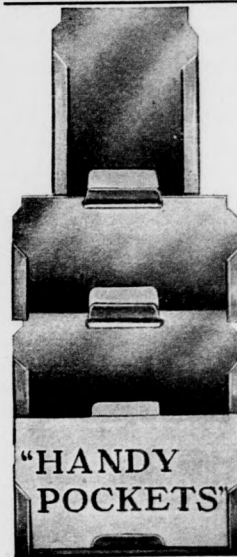
**FOOT ODOR**

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.

**Handy Post Card Pockets**



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

Write for our catalog.

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

**Something New All the Time**

**Butterscotch Chocolate Creams**

**JUST OUT**

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

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



### STYLES RECOMMENDED

By Cloak, Suit and Skirt Manufacturers' Association.

The semi-annual convention of the National Cloak, Suit and Skirt Manufacturers' Association, at Toledo, Ohio, last week Friday and Saturday, was exceptionally well attended by the membership, which comprises about thirty prominent garment manufacturers of the Middle West. Alexander Printz, of the Printz-Biederman Company, President of the Association, presided at the meetings. In addition to the heads of the firms, there were present at the style exhibit on Saturday a number of designers.

The first day was devoted entirely to business meetings, with an informal beefsteak dinner given in the evening by the Association. The second day was devoted to the style exhibit and recommendations by the Style Committee.

The business meeting on Friday was devoted to the discussion of resolutions presented by the Welfare Committee, of which Morris A. Black is chairman. These resolutions were directed, the Committee said, to one end, the elimination of one of the greatest evils to both manufacturers and retailers in the garment industry, viz., over-production. This over-production which the manufacturers wish to eliminate comes from large stocks cut ahead by manufacturers to anticipate retailers' needs; from too extensive sample lines; from cancellations and return of garments by merchants.

#### Correcting Trade Evils.

The resolutions presented by this Committee were as follows:

Resolved—That it is the sense of this meeting that carrying made-up stock to anticipate the wants of the retailer is a practice detrimental to the best long-time interests of the manufacturers and the retailers, and that the members of this Association will hereafter not cut stock for spring after March 1, and for fall after September 1.

Resolved—That it is the sense of this meeting that no orders will be accepted, whether regular or special, without a specified allowance of at least thirty days from the date of the receipt of order for the completion of the manufactured product. And be it further

Resolved—That orders marked "as soon as possible" shall be deemed to be in violation of this resolution. Advance orders for fall will be accepted only with right of delivery by the manufacturer up to October 1.

Resolved—That no goods shall be shipped on consignment. That any goods which may be sent on memo, if retained by the customer for a longer period than two days, shall be considered an absolute sale.

Resolved — That no cancellation for merchandise be accepted after garments have been cut.

Resolved—That no price reduction will be made on merchandise in the spring season prior to May 1, and in the fall season prior to December 1.

Resolved—That sample lines shall be sold in their entirety only, i. e., the complete line of suits will be considered a complete sample line; the complete line coats will be considered a complete sample line. The discount shall in no case vary from the following, i. e., suits, 25 per cent.; coats, 20 per cent. And be it further

Resolved—That the delivery of these sample lines shall not be made prior to March 15 for spring and September 15 for fall goods.

Resolved—That a complete line of samples of women's and misses' garments to be shown on the road in the spring or fall season shall not exceed forty suits and sixty coats.

After a general discussion it was agreed that by carrying out these suggestions the evil of over-production could be greatly lessened—a result, it was claimed, equally beneficial to the manufacturer and retailer.

After the meeting there was a beefsteak dinner given by the Association to the delegates and members of the press, at the Hotel Secor. A feature at this dinner was the talks on advertising by R. E. Fowler, of the Printz-Biederman Company, and Samual Davis, of the Cohn-Goodman Company.

#### Handling Advertised Goods.

Mr. Fowler, discussing the advantages of handling advertised goods, said in part: "Some of you are advertisers; some of you are National advertisers; some of you are users of trade-paper space. You hope to reap from the use of that space an easier market for your product.

"I do not believe that it is necessary for me to defend the position of an advertising manufacturer. I believe that you all realize that advertising is the greatest educational force the world has ever known. I believe that each one of you, down deep in your heart, realize that our present state of civilization could not have been reached had we not had the opportunity for widespread publicity.

"If there are doubters—men who question my assertions—I ask you to go with me a little way down the

road of the past and let me point out to you the sign-posts of business that have meant success to those who have followed their direction.

"A man once dreamed that the housewives of the world would appreciate a sanitary package for their food-stuffs. He dreamed that it would be possible for an immense bakery to turn out those dainty little cakes that we all like and the making of which are such a trial to the housewife. He dreamed that the soda cracker of commerce could be made so good—packed so tastily—that we would gladly pay more for the package cracker than we would for the old-style cracker in the grocer's box.

"The culmination of this dream was the National Biscuit Co., and today when your wife thinks of crackers, she almost has to say 'Uneda Biscuit.'

"Tell me, gentlemen, what made this demand? It was not the dream of the manufacturer; it was not the product; it was not the sanitary package. NO! It was the all-powerful force of advertising.

"That dreamer had a product that he believed in. He was willing to let his reputation for the present and the future stand or fall on the merits of his product. He wanted everyone to share in his belief, and he took the nearest short-cut to his market. That was to tell you and me of the merits of his proposition."

It is safe not to expect anything if you do not want to be disappointed.

BECKER MAYER & COMPANY CHICAGO  
VIKING GRADUATED VIKING SYSTEM  
EST. 1884 MADE CLASSY CLOTHING

SWATCHES ON REQUEST

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

We are manufacturers of  
**Trimmed and  
Untrimmed Hats**

For Ladies, Misses and Children

**Corl, Knott & Co., Ltd.**

20, 22, 24, 26 N. Division St.  
Grand Rapids, Mich.

**Get on the List  
for the  
"Bargain Bulletin"**

IT'S FREE

For thirty years we have furnished reliable merchandise to shrewd buyers all over the country. who are always on the lookout for *real bargains*.

They get their information, prices, etc., from our "Bargain Bulletin," issued monthly, listing hundreds of items which they use as "Leaders" for "Special Sales" to boom their business.

We employ no traveling salesmen, hence our ability to sell you goods at a much lower figure than you are paying. All merchandise is sent on approval. Write today and we will send you our "Bargain Bulletins" regularly. Get in touch with us.

**Eisinger, Dessauer & Co.**

Wholesale Dry Goods

114 to 124 So. Market St., Chicago

(When writing please mention the  
Tradesman)

# 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

A New Line of Printed Dimity at 10½c

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



### Heavy Demand for Immediate Use Goods.

We are now just experiencing real wash goods weather and those of us who have been associated with wash goods for many years have realized long ago that it is necessary to have warm weather in May and June to move wash fabrics freely, for the largest number of customers wait until the season is favorable before selecting their dresses. This applies more particularly to the medium priced goods.

With warm weather firmly set in, the wash goods business should be very active in both the jobbers' and retailers' stocks for the next two months. Local jobbers have always anticipated a very late wash goods season and it is their custom to carry a full assortment of fabrics and styles and in fact, bring out all the latest novelties as fast as the mills produce them.

#### Dress Gingham.

Certain styles of dress gingham are already beginning to show evidence of scarcity. We refer to small light tweedie checks in blues, pinks and blacks, and the demand for them will be very much increased during the next thirty days. The Renfrew 32 inch gingham, so well advertised as tub and sun proof, have been brought out in these neat effects and local jobbers are now prepared to deliver them.

One peculiar feature of the dress gingham situation is that the demand lets up about this time but in June it returns with increased force. This has been noticeable for a number of years and can probably be explained by the fact that retail merchants order these goods in very large quantities for delivery in January and February and their stocks do not begin to break to any perceptible extent until the warm weather commences and it then takes some little time before they are again actively interested in reassorting their stocks.

Dress gingham are so well and favorably known by the consumer that they cannot be supplanted by any other cotton wash fabric, for the styles and colorings that have been brought out within the last two seasons are not only works of art but the colorings are fast to any ordinary washing, which makes them particularly desirable for girls' school dresses, etc.

Light weight gingham such as Tissues have divided honors with the higher priced dress gingham that retail at about 25 cents per yard. These have a wiry finish a little on the order of voiles and are brought out in all the beautiful combinations of colors now so desirable in dress gingham and in addition to this they include the neat tape stripes and checks on white grounds with colors of pink, light blue, black, tan, etc.

The retail merchant who keeps his stock well supplied with this class of merchandise for the balance of the season will enjoy a very good trade.

Even the lower grades of gingham that retail at 10 and 12½ cents have shown a very great development in the way of styles and quality, even

to the extent of the finer grades, manufacturers have succeeded in making the colors of these lower grades perfectly fast.

#### Staple Gingham.

Staple gingham show no let-up in demand and it is still difficult to secure enough of the standard Eastern brands to supply the demand. This condition makes an opening for the better grades of Southern staple gingham and some of these are now dyed with pure indigo, making them as fast in color as the Eastern made goods.

#### Cotton Voiles.

Cotton voiles in plain shades and printed effects are growing more in popular favor every day and will probably be one of the important fabrics as the season progresses.

#### Borders and Side Bands.

Borders and side bands are also coming into popular favor and it would not be surprising to see a very great demand loom up for all kinds of bordered fabrics during the month of June. Local jobbers are now just placing on sale some very attractive bordered styles in their Eugenia silk foulard. Most of these are their own individual patterns and are very novel and new and are bound to sell freely. The fabric is very sheer and has a mercerized silk finish that gives it the appearance of an all-silk foulard. If you have not seen them it will surely be to your interest to look them up.

Another novel idea in bordered fabrics is a 40-inch batiste with borders that create a flouncing effect. The width of the fabric is sufficient for the length of a skirt so that it is easily made up. These goods can be retailed at 25 cents and are certainly one of the most pronounced novelties brought out for several seasons.

#### Silk and Cotton Fabrics.

Silk and cotton fabrics have been sold in a very large way and this is not surprising when beautiful qualities 26 inches wide with handsome jacquard effects can be bought to retail for 25 cents.

Local jobbers have closed out several large lots of these goods in excellent qualities and have let them out at 17½ cents. They take in all the new colors including coral, apricot, amethyst, rose, Alice blue, Helen pink, jasper, tan, etc.

#### Sheer Fabrics.

Sheer fabrics, such as organdies, printed batiste, dimities and various fabrics of fancy construction will now have their inning for it takes warm weather to move these goods in large quantities. This season promises to develop into a very important one on all sheer lines and a look through the wash goods department will convince you that never before have such beautiful effects, combinations and colorings been produced as are being shown at this time. This very fact will mean a successful season for sheer fabrics.

#### Percales and Cambrics.

Percales and cambrics, such as Egyptians, have probably enjoyed the largest season's business ever known. These fabrics, however, have developed into very staple ones and are now sold freely during every month

of the year. Many retail merchants now handle percales in larger quantities than the ordinary staple prints.

#### Standard Prints.

The print situation has not changed since our last report and on account of the very high cost of raw cotton, it does not seem possible that a lower price can be announced; in fact, cotton fabrics are to-day being jobbed on a much lower basis than they were two years ago, when cotton was cheaper than it is at this time.

#### Toile du Nords Reduced.

The manufacturers of toile du nord have announced a change in the jobbing price from 10½ to 9½ cents. This has met with popular favor for this fabric has retailed at 12½ cents for many years and at 10½ cents it was not possible to handle them profitably on this basis. Since the change in price, the demand immediately increased and the goods are moving very freely.

#### Fall.

For fall the advance business booked on printed flannelettes and double napped fabrics has been large and the orders are still coming in in good quantities. The range of styles and fabrics are quite different from those produced in any other season and the same general improvement in styles and colorings is noted in these lines as well as in the wash fabrics.

### Use of Paper Collars Might Be Revived.

Written for the Tradesman.

Thirty-five or forty years ago collars made of paper were worn by many of the sterner sex. They cost but little and when soiled were thrown aside. O. A. Ball, who was engaged in the clothing and furnishing goods business forty years ago, handled a great many paper collars. The goods, made in many styles and finishes, were put up ten in a box. Those manufactured by a man named Gray, which were lined with linen, sold for 35 cents per box. Later the prices were reduced by competition and some of the cheaper brands sold for 10 cents per box. Finally laundries were established at Troy, N. Y., the managers of which undertook to do the washing for a large number of people in all parts of the United States. There were no laundries in Grand Rapids forty years ago, and the firm of Ken-

dall & Ball, with the return of linen collars and cuffs to public favor, shipped large quantities of linen to the laundries at Troy. The business was profitable and the service was satisfactory.

Local laundries charge three cents for cleansing and ironing a collar by machinery, and after three or four washings it is no longer fit to use. Paper is cheap, and with machinery such as is used by the manufacturers of paper boxes, collars could be produced for a very moderate cost. Paper is now made in all colors and many variations of finish, and the user would have many styles to choose from. Paper collars are more comfortable for wear in warm weather than collars made of cloth. Several of the varieties sold would absorb moisture like an ink blotter.

Arthur S. White.

A certain skeptic was contending before a minister that the work of the Creator was manifestly imperfect. "Have you not yourself," he asked, "noted defects in the human organism, for instance, and thought of better contrivances?" To his delight there was the frank reply, "Why, yes, I really think I have." "In what respect?" "Why," drawled the parson, "you see, when I want to shut out anything disagreeable from my sight, I can draw down my eyelids and it's all done; but, unfortunately, I haven't any flaps to my ears." Free conversation ceased at about that point.—The Christian.

Some men never amount to anything until they get married—then they have a good fighting chance.

Even if love is blind, Alonzo, there is no excuse for your making a spectacle of yourself.

### The Man Who Knows Wears "Miller-Made" Clothes

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

#### Miller, Watt & Company

Fine Clothes for Men

Chicago

### Amer. Sweeping Compound Co

Detroit, Mich.

Manufacturers and dealers in JANITORS' SUPPLIES. Sweeping Compound, Metal Polish, Linseed Oil, Soap, Floor Oil, etc.

Quality of all goods guaranteed. Order direct from us.



## 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

## SUNDRY SUBJECTS

## Interestingly Discussed by the Cleveland Philosopher.

Man has no worse devil than himself.

Some men have no bad habits and not much else.

Everything to eat looks a heap better than it tastes.

Don't you remember when you could buy a meal for a quarter?

A man can be judged fully as well by his questions as his answers.

The trouble with a lot of us is that our ambition is too far ahead of our immediate work.

The energy we use in getting something for nothing could be used getting something for something.

We can be progressive in the woods by taking the devices of society with us; or we can be hermits in a city by excluding ourselves from the systems of progress and from the people around us.

Comparison is the height of analysis.

A good simple comparison not only indicates that the thought is clear to ourselves, but made clear to those to whom it is expressed.

Comparison is a phrenological organ—or a bump, to speak more clearly.

A man can possess a sense of comparison the same as a sense of reason, or perception—it is a department of the human mind.

Benjamin Franklin perhaps had this comparative sense as strongly developed as any public character in history.

Thomas Paine once came to him with the manuscript of his "Age of Reason." Franklin looked it over, and listened to a brief review by the author, and then told Paine that the people were not ready for such a work for they had accepted religion as the basis of their philosophy, and that one man or one book could have no effect on their accepted decision, hence the author and his book would meet nothing but opposition.

Franklin finally closed his discourse to Paine by the first recorded use of his celebrated epigram: "He that spits against the wind spits in his own face."

Speaking of comparison, here is a little story that will appeal to a lot of us—especially those who have had to deal with the problems of changing people's minds—selling problems, for instance, for very frequently people refuse in face of positive evidence.

A little sunburned, ginger-bearded farmer once went to an old fashioned one-ring circus. He passed inside of the menagerie tent, walked around the circle of cages until he came to one containing a kangaroo. He stopped and stood silently gazing. Crowds came and walked around the circle of cages and by him, pausing a few moments before the monkeys and finally on into the main performance tent.

The band struck up. The cry of the popcorn and peanut vendors ceased. Every one rushed for seats.

The grand first part pageantry started out of the stable tent and around the circus ring.

The little sunburned farmer with a ginger beard still stood before the kangaroo cage gazing through the bars at the animal hopping about on his hind legs and supported by his muscular tail.

Finally the farmer turned, took a few steps away and stood for a moment apparently examining a ray of sunlight that came through a small hole in the dirty and tattered canvas of the tent roof, which cast down a golden spot upon the fresh sawdust path.

But in reality the ginger bearded farmer was thinking.

Finally he spat down on the spot of sunlight cast upon the sawdust, raised his head, looked over his shoulder for one parting glance at the kangaroo, opened one corner of his mouth and said:

"Oh, hell, they ain't no such animal."

Just now there is a good deal of criticism on the part of heads of mechanical departments of railroads against the modern efficiency engineer, such as Frederick W. Taylor and Harrington Emmerson.

On the other hand there is a good deal of criticism on the part of the modern efficiency engineers against the heads of mechanical departments of railroads.

Both are justified.

A mechanical engineer of a railroad is very intent on his own job, he is busy maintaining the present system without seeing the opportunities for radical improvements in the system.

Any man intent on his job is very apt to have his vision impaired by getting too close.

Major J. G. Pangborn, of the President's staff of the Baltimore & Ohio system and who is an authority on the human side of railroad management, tells a story that illustrates this confined vision theory: Several years ago, as a member of the Railroad Commission of the Fields Columbian Museum, he visited every country in the world where a locomotive whistle or bell was ever sounded. On one of the Siamese railroads, where they were inspecting some new construction work, one of the members of the party, an American railroad civil engineer, set up a camera and made a number of exposures of the men at work.

After leaving the construction Major Pangborn remarked that there were three men driving each spike rather than two as was the custom here in America. The engineer at once disputed the fact by declaring that there were only two, and insisting upon it.

Several weeks later, when the party was on a ship bound for Australia, a state room was transformed into a dark room and these Siamese railroad construction negatives were developed. A print of one of them revealed the fact that in six or seven instances within the range of the lens three

men were driving each spike—one inside and two outside of the rail.

The engineer said that he would have sworn that there were but two.

The reason he would have sworn there were but two was that he had the habit of seeing only two here in America.

His vision was impaired by habit.

Just now there is a movement on the part of the railroads to make safety the slogan of railroading—it is so strong that it is almost a general policy.

When there is a successful innovation on one railroad it is soon adopted by all; for railroad managers are a good deal like doctors, they exchange ideas and figures.

The Santa Fe system, for instance, has recently adopted the plan of distributing buttons for the coat lapel of every employe, with this slogan printed in large letters:

"Get the Safety Habit."

These are not only for those in the operating department, but the men in the shops as well.

The fact is not generally known, but 40 per cent. of the men killed or injured by railroads are not in the operating departments, but within the repair shops as the result of industrial accidents.

The Santa Fe system has safety committees in sections of their shops, usually three men appointed from different departments who serve three months and during which time their whole duty is to observe conditions and report on changes looking to safety. They also report the details of all accidents in their sections and suggest means for preventing their repetition.

In one case a committee found a narrow bridge connecting one building with another without a railing and over which a large number of men had to pass each day carrying material and supplies. Two men had been injured and one killed by falling from this bridge. By widening it and adding a railing, both at a small cost, the balance of future accidents was eliminated.

All reports are stamped with the slogan: "Get the Safety Habit."

At the end of three months the members of a committee go back to their work in their departments and others are appointed. While on these committees it is assumed that the members acquire caution by being in the business of preventing accidents, so that within a short time they will have one or more men in each department of all work that have acquired the safety habit.

On the law of averages, on an advertising principle, this button, "Get the Safety Habit," will naturally have its effect to reduce the number of accidents in the operating department of railroads.

The news of a wreck in detail does not get into the newspapers when the life loss is small or none at all, even although the property loss is large.

Here is how a freight wreck occurred, as a result of the individual

carelessness of one man: Some months ago a freight train entirely loaded with valuable imported goods consigned to Marshall Field & Company, of Chicago, stood on the main track of a right of way down in Ohio, by reason of a temporary blockade ahead. It was night and a brakeman was sent several hundred yards back with a red lantern to protect the rear of the train. This brakeman sat on the track with his feet down the bank, the lantern between his legs and went to sleep.

The red light was concealed from view by his legs, a limited passenger train came along, killed the sleeping brakeman and destroyed eleven of the cars of valuable freight.

The chances are that if this brakeman had been wearing a button and seeing one on everyone else with whom he associated, he would not have been killed nor would the property loss have occurred.

This fellow did not have the safety habit.

The trivial cost of a few thousand buttons will save the railroads millions of dollars in the next few years and much suffering of body and heart.

Get the safety habit.

This can apply in many more instances than railroading.

In fact, it has so many applications that it might be well to adopt it as a motto.

Get the safety habit.

Deal where you feel assured your rights are being taken care of, where you have been treated right and where you have confidence.

It takes money and time to build up confidence in business and when once you have confidence in a concern, a concern that gives you a square deal—

Get the safety habit—and stick to that concern in all your dealings.

A square deal works both ways and you will gain as much as you give in dealing with people whom you feel are giving you a square deal.

When once you find a concern that you know is giving you a square deal—

Get the safety habit:

And stay with that concern.

Collier's Weekly is now running a series of articles about the newspapers of this country which everyone should read in his own interest.

The newspaper as an institution bears a very important economical relation.

A man may be at work in a certain part of the town and an element may exist next door or on the next street, in another city or state which might be for or against his interest and which he can encourage or condemn.

This man can pursue his work uninterruptedly while the newspaper pursues the news.

A newspaper is simply a part of a system of exchange services which we call business, because it is more important than any other element of civilization save institutions which provide food, light and heat.

The newspaper keeps free those in-

# Washington Crisps

First in Quality First in Quantity  
First on the Breakfast Table

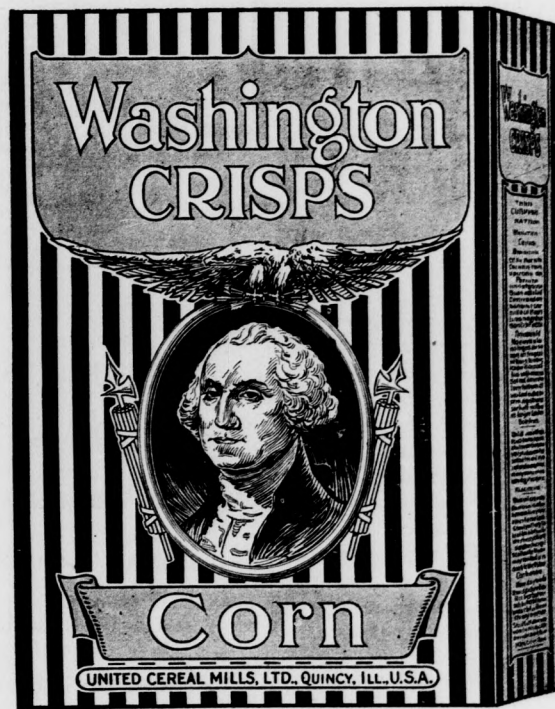
## A Revolution in Cereals

This beautiful package is a work of art. The biggest value ever offered by a retail grocer to the 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

stitutions which supply the fundamental necessities—that is, it prevents oppression by the use of them.

Publicity is essential to democracy.

Our democracy will become more complete as the facilities for thought communication become more complete.

The principal medium of thought communication is the daily newspaper.

A newspaper can become a power for good or evil just according to the degree of honesty with which it is conducted.

This series of articles now appearing in Collier's Weekly is a review of the newspaper as an institution both in its historical and immediate relation. It reveals the ownership of the principal newspaper properties of the country and the relation of these owners to other interests.

Among many other things these articles by disclosures of inner facts will tell which newspapers are honest and which are dishonest.

This is very important knowledge to every citizen of the United States. It is more important that a man should know that his newspaper is honest than whether his grocer, his dairy man or his coal man are honest; for the newspaper, if properly conducted, will in time render all of these honest.

It is one of the healthful signs of the times that a newspaper in any community which is honestly conducted is the most prosperous just as any other institution which renders the best service to its patrons.

A newspaper is a commercial institution and every commercial institution thrives on good will.

A newspaper property that is purchased by a man of large interests with the immediate purpose of promoting his interest wanes in circulation and consequently in advertising patronage.

This is true when the ownership of a paper is even suspected.

A newspaper that suppresses news is cheating its patrons in the same sense as the store that gives short weights.

A newspaper which is published for any other purpose than the printing of news and the carrying of legitimate commercial advertising does not succeed for the reason that it can not retain efficient men to produce it.

An efficient newspaper man is invariably an altruist, he is to an extent an idealist, and he will not prostitute himself.

Here is an illustration of this: Mr. Blank owns a large traction interest. His friendship is largely within the capitalistic class and he purchases a newspaper.

The city editor of this newspaper gets a tip on a big financial story and sends two or three of his best men out to run it down. Now these men start with a spirit of contest; and pursue this story like the hunter whose mind and effort are on the game.

After four or five hours' work they return to the city editor with all the facts cinched, and ask instructions as

to how much they shall write. They are blandly told that Mr. Blank has just telephoned up that he does not want the story printed.

Obviously in the rounds of questioning they have run on to one of Mr. Blank's financial friends, as the result the story is suppressed before the reporters get back to the office.

After a few instances of this kind the good newspaper man becomes disheartened and will obtain employment on a real newspaper as soon as he can find it.

Any place is just what the men who live in it make it.

Don't sit around and damn your town. A town is just as good or just as bad as the people who are damning it.

Every community, even if it hasn't more than two hundred inhabitants, should have a town-room where the cigars are good and where everyone can meet, free from religion or politics, and absorb the good qualities of one another; where the spirit of the Golden Rule can be instilled; for no religion and no political party can deny this perfectly scientific principle.

A town is seldom the result of virgin natural conditions. In any event it was man who saw the natural advantages—and frequently it was some one individual.

For illustration: There is no natural reason why Cleveland should have been the oil center of the world. There are no oil wells in or about the community. So far as oil is concerned, and as a shipping point, it is no better than a dozen and one other towns. It was simply John D. Rockefeller. He wanted to live in Cleveland and his individuality, his personality, brought the oil to him.

There is no reason why Boston should be the shoe market of the world. There are no hides there. They are all shipped from the West. Simply some man who knew how to make shoes on a large scale wanted to live there and his success encouraged others to follow in his wake.

There is no physical reason why Chicago should be the meat-packing center of the world. It could as well have been St. Louis. Simply old Phil Armour wanted to live there.

In nearly every town you visit you hear some resident say: "Aw, this ain't nothin' but an overgrown country village!"

The resident of any town that makes such a statement wears whiskers and boots at heart.

Of course, if your town isn't sporty enough for you, why, you can move—that isn't the town's fault.

If you get too sporty, you'll have to move anyhow.

It isn't the sports that make a town—it's the jays.

The man that gave the light for the sports on the Great White Way was a jay—Thomas A. Edison, a jay telegraph operator from Indianapolis.

John D. Rockefeller, who, in a money way, is the ideal of every sport, was a jay from Richford, New York.

Russell Sage, who loaned money to the sports for years, was a jay—he



## 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.

THE JUDSON GROCER CO. is the only House in Grand Rapids that handles all goods under cover. It is important that food products should be in the best condition from start to finish. We are the *only* House that has these facilities. Send us your order for today's dry and safe delivery.



## Judson Grocer Co.

Wholesale Grocers

Grand Rapids, Michigan

started by jumping counter in a country store.

Some jay from Connecticut went to the World's Fair at Chicago in 1893. He set up a stand on the Midway and sold wooden nutmegs to the sports for souvenirs. Finally he ran out of wooden ones and sold 'em the real thing at twenty-five cents a throw.

William Dean Howells, America's foremost literary character, will take more pride in telling you of the days when he set type as a jay printer on the Sentinel at Ashtabula, Ohio, than his literary success of later years—the days when they used shoe pegs to space the type, and about a printer getting drunk and using a plug of Star tobacco for a cut.

Nearly every man in art, science, literature, industry and commerce here in America to-day either is or was a jay.

Cincinnati is the supply center of the South. Years ago, at the waning of the river traffic, it was about to give place to Louisville and Memphis in the commerce of that territory.

The citizens of Cincinnati got busy and built the Cincinnati Southern Railroad.

This road was the dream of a jay. They called him a jay dreamer, but his dream saved the town.

You hear people of the Far West in mercantile, industrial, artistic and scientific pursuits, saying: "If we were only in Chicago we could do or get so and so." In Chicago you hear them say: "If we were only in New York." When in New York you hear them wishing for something in London or Paris.

Chicago, New York, London and Paris are all the results of their citizens taking the conditions and material at hand and doing the best they could with them—just as we can all do.

There you are. Any place is just what the people who live in it make it.

If any of the towns that any of us live in are not to our liking, why let's get busy—it's all up to us.

The first process in the improvement of any town is to get rid of the people who are damning it.

It isn't man's mind or heart that makes most of the troubles here below—

It's his liver—

And this is not an advertisement for liver medicine.

When man's liver is inactive he sees yellow, just as a man who drinks sees red—but yellow is a greater trouble producer than red.

A man with an inactive liver has low blood pressure, and low vitality is the result. Worst of all, it has the final effect of mental depression—makes a man pessimistic.

Suicides are often the result of inactive livers.

We have all had periods when little things worried us, yet during these periods we could look back to previous times when even big things had no effect. The difficulty is entirely in the state of the liver.

The liver is a more delicate organ than the stomach or heart. You can

abuse your stomach and it will still continue to work; you can worry along for years on a wobbly heart, but the liver simply quits—it strikes and throws bricks at all the other organs in the system for staying on the job as if they were scabs.

The liver is the wash-house of the human system, and its idleness has the same effect on one man as a general laundry strike might have on a whole town.

The liver has the power to either purify or pollute, and in consequence it is responsible for the pollution in man's transactions with man.

Man creates as he feels, and a disordered liver will cause him to give his creations a coat of the yellow paint of fear and hate.

It's not all in the state of mind—it's in the state of the liver.

The cause of inactive liver is over eating and under-exercising—the system gets full of clinkers.

By a certain amount of walking, horseback riding, golf or billiard playing or gardening a man will attend to his business far more effectually than by actually sitting at his desk—these will prevent him from seeing yellow while at his desk.

Taking medicine is not in accord with Nature. By the selection of food any of the chemicals required can be taken into the system.

A little experimenting will find a food affinity that will figuratively hang out your liver on the line and beat it.

Obviously, what is one man's meat is another's poison.

Joe Gent, the inventor of the cerealine process—a corn product largely used now by confectioners in place of glucose, and who built a very large industry around his invention, used to say that his invention and business was founded on apple sauce, and that he ate it because it was good for his business.

Arthur Brisbane, the editor of the New York Journal, the yellowest newspaper in the world, keeps his liver active and prevents himself from seeing his own product yellow by walking down eight flights of stairs twice a day. Setting the heel down hard, produces a jar to the whole body and thus prevents the liver from becoming torpid.

Meat eating, and the highly seasoned foods found in hotels and restaurants designed for millionaires and sports will cause inactive liver.

There is 50 per cent. less nourishment in meat than in the grain foods, and the latter have the further advantage of 30 per cent. of the digestion being performed in the mouth! rather than in the stomach.

If we would eat less meat and more grain foods we would be less savage—it would also result in many economies: Our neighbors would require less locks and other precautions against our savagery; it would cost everybody 30 per cent. less to live. Yes, and if we would quit bolting our grain food we would require less of it, the digestion would be in the mouth rather than 30 per cent.



## They Ask for Their Saleslips

The seventy thousand merchants in all lines of business who use

With Only One Writing **The McCASKEY SYSTEM** The End of Drudgery

find that their customers ask for their saleslips—the itemized accounts of their purchases—showing the total amount due. *They want to know what they owe.*

The McCaskey System saves time, labor and money for the merchant. It protects him against forgetting to charge, (*if he fails to write the slip the customer asks for it.*)

It is an automatic credit limit.

No merchant can afford to be without it—it is sold on easy payments if desired and pays for itself.

Information is free. Write for catalog today.

### The McCaskey Register Co. Alliance, Ohio

Agencies in all Principal Cities

Manufacturers of the famous McCaskey SURETY Non-Smut Duplicating and Triplicating Salespads and single carbon pads in all varieties.

fermentation in the stomach to produce bile; this digestive energy and vitality loss due to inactive liver could be turned to greater production and more of the comforts of life.

The dark view of the big world, the still darker view of the little world around us, is not the fault of the worlds, nor all of ourselves—it's our livers.

He was a big oozing hulk of a fellow so steeped in cookin' whisky that he exuded an odor like a gas leak—but that was more than two years ago.

He lived, or rather stayed, at a cheap sailor boarding-house down around the docks, and cleaned up saloons for his drinks and food.

Salutie was his name—at least the only one known in bumdom—derived, no doubt, from his deferential way of saluting officers as he willingly submitted to arrest. There wasn't a better-known name in police circles; for he held the workhouse sentence record—but that was more than two years ago.

In major matters Salutie respected the law; for once a police court judge, pro tem, asked if he had ever been arrested before. Everybody laughed, but Salutie spoke up hotly: "Only drunk and vag. and A. and B., your honor" (vagrancy, and assault and battery). There was an appealing hound-pup-like expression in his eye and a mellow modulation in his voice, and the fact became accepted that it was booze within the man rather than the man.

Salutie had been a toolmaker and on many a pay-roll for years at four per day. Suddenly he began tanking up and laying off for days at a time—just when a set of dies were in a critical stage and no one else could conveniently finish them. He was let out, and got other jobs here and there, but his record soon went before him and he was passed up all down the line—but that was more than two years ago.

A big hulk of a fellow stood before a down-town store window on Saturday night. The biggest, fattest baby imaginable sat on one arm—held there by one of its legs. The youngster scrambled about the big man's shoulders, protruding its rubicund cheeks and staring with hound-pup-like eyes at the passing throng in the last hours of week-end shopping. The man pointed to a little sailor suit with brass buttons on a form in the window and talked to a wholesome-looking woman by his side.

"That's 'bout a 3-year-old size," said the man.

"That's 'bout a 6-year-old size, said the woman positively.

"No," returned the man, "I don't think we'll have to wait six years to buy that suit; for you know when folks take a kid in a clothin' store to get fitted out, and they say he's 5 years old, why the clerk'll say that he's big for his age and'll take an 8-year-size. That puffs up the folks and they buy more; good deal like a baby-kissin' candidate."

Two policemen stood on the corner.

One nudged the other and exclaimed: "There's Salutie!"

Salutie had a feeling of being observed, turned, handed the baby to the woman at his side, walked over to the officers and greeted them—not with the old deferential bow of more than two years ago, but by extending a hand to each; at the same time casting glances backward at the woman and baby with an expression of pride one sees in those who have acquired something worth while since last they met friends of days gone by.

Salutie introduced the woman—his wife—who gave a merry little laugh by way of acknowledgment. She held out the baby, who discharged a loud parrotlike screech and made a dive for an officer's star.

"Ain't that a big baby!" exclaimed one of the officers.

"Looks like you, Salutie," said the other.

Then both balanced Salutie's baby in palms and guessed its weight. Then they looked at Salutie's wholesome wife, who gave another merry little laugh.

"How'd you fool her?" asked both officers in duet.

"Didn't fool her," replied Salutie. "She fooled me first—by marryin' the other feller—that's what put me to the bad. I tried to forget her by takin' up on varnish-remover whisky. I did, pretty near — and everything else I guess. It was like this: I was sittin' on one of them benches in the park. My in'ards was about burnt out—they felt like an old rusty stove-pipe that had been layin' in a leaky shed. It was there by the fountain, where the water squirts up and I sat there watchin' it; fer it seemed to sort o' cool off my pipes. Well, as I said, I was sittin' there when all at once she come along the walk.

"I was sober in a minute.

"She didn't look good and I knew somethin' was the matter. I went up to her—I felt privileged to; fer she didn't look much better than me so far as clothes was concerned.

"Go way," she sez, 'I never want to speak to another man.'

"Then I did know somethin' was the matter. I follered her and found she was washin' dishes in an eatin'-house. That night I follered her agin to where she was livin' and I found out that the other feller wasn't livin' with her—it seems she had drawed one of them prize-packages of husbands that thinks he's got to beat up a woman about once't a week or she won't love him. She was pretty husky and he had to get soshed up to do it. Well, in the process, he got to likin' to get soshed up better than he did her, and she left him.

"Next day I went out and got a job in front of a punch-press—yes, and the dies in that press was ones I made myself more'n two years ago. I didn't drink any more, except to taper off on and before the month was out I had enough to get me a fair outfit of clothes, and then I went around there again where she lived. It didn't go very well at first, but after the fourth or fifth time I got her so she'd listen to reason.

"After I got some of the tremble

out of me I went up in the tool-shop and got a job at my trade. By the middle of winter I had saved enough to hire a lawyer to do the unharnessin' of the other feller, and Christmas two years ago me and her hitched up at a J. P.'s.

"Last year the kid here didn't have no Christmas, unless you call his own life a present—the fact is he brought us a Christmas present in hisself.

"I'm payin' fer property now out here. We got flower-beds in the front yard and chickens in the back yard—got a big two-story-and-a-basement rooster fer Sunday—better come out and help lick him up.

"I haven't been down town before at night in—let me see—oh, that was more'n two years ago. We just come to-night to see if there wasn't some little thing we could get him—we just sit there at home at nights by the center table with the bedroom door open so we can hear him breathe. When he frets or cries, me and her go in and sit by the bed awhile till he sleeps agin—seems to me I can get just as drunk there listenin' to him breathe and sittin' there watchin' the little feller grow, as ever I did over the rail of a bum saloon usin' my coat sleeves fer a bar rag and histin' 'em in."

Salutie turned to go. The baby made another lunge for one of the policeman's brass buttons and let out another loud screech because he didn't get it.

"Well, good night, men," said Salutie.

And he bowed as he disappeared in the passing throng—the old deferential bow; for it was, no doubt, his final exit from the lives of guardians of the law after his life of—well, that was more than two years ago.

David Gibson.

#### Signs of a Bicycle Revival.

Written for the Tradesman.

Oh, ye of torpid livers, of kidneys out of kelter, of stomachs gone wrong—why do you not search the attic or the barn for the bicycle you cast aside long ago, and bring it forth once more? Or, better still, buy a new up to date bicycle of the latest model, with coaster brake and spring seat. There used to be fun and health and keen appetite in the wheel. Think you not there may not be fun and health and appetite in it still? The big touring car costs more than ever did the bicycle. It is faster and easier. It is fashionable. But hark back to those days when you turned out at sun up of a summer Sunday morning for a spin to Plainfield or Cascade or Grandville for breakfast, and returned for a bath and a nap—is not the modern auto ride tame and tasteless in comparison? Or recall the spin in the cool of the evening and how soundly you slept at night—is the pleasure of automobiling anything to compare with it?

The bicycle was once a fad. Everybody rode. And then came the reaction and only the children used the wheel for pleasure, and when the grown-ups rode it was to and from work or on business. This is the situation to-day. But is it not time to restore the bicycle to favor as an in-

strument of pleasure, recreation, exercise and health? Is it not time to resume those jaunts into the country, to take the evening spins which were once so enjoyable? Would we not be better in temper and stomach and pocketbook if we rode the wheel more and used the auto less?

In the fad days of the bicycle the ordinary wheel cost \$100, and the best, \$25 more; the same wheels, only better in construction, stronger, lighter, easier to run, with the coaster brake and the accumulated improvements of all these years, can be purchased at \$35 and \$50, respectively. In the old days there were not many good roads into the country; the good roads area has been greatly increased since then. In the old days the city streets were not of the best; to-day the city has miles of brick, block, asphalt and macadam reaching to every corner of the corporation limits.

There are signs of a bicycle revival, and with better wheels at a third of the old cost and with better city streets and country roads, why are not these signs to be regarded as signs of good sense? The Eastern resorts are looking with favor upon the wheel, and the girls at the fashionable Eastern schools are riding. With the East giving its approval, the West will soon fall in line, and the bicycle once more may be the vogue. Let us hope that when the bicycle does come back that there may be sanity in the riding of it. It was over-done in other days. It was carried to the usual faddish extreme. It was ridden to death. Let us hope with its return there will be that moderation which means long life and true enjoyment.

#### Wanted Divine Assistance.

"Is there any one present who wishes the prayers of the congregation for a relative or friend?" asks the minister.

"I do," said the angular lady who arose from the rear pew. "I want the congregation to pray for my husband."

"Why, Sister Abigail!" replied the minister. "You have no husband as yet."

"Yes, but I want you all to pitch in an' pray for one for me!"

#### Not the Kind He Wanted.

"You won't make any mistake in buying this car, Mr. Juggins," said the agent. "It is the best in the market. There isn't any come-back to our output."

"Then I don't want it," retorted Juggins. "There wasn't any come-back to the last car I had, and I had to walk back. Haven't you anything you can show me with a few return attachments?"

#### Why He Went To College.

Professor—Why did you come to college, anyway? You are not studying.

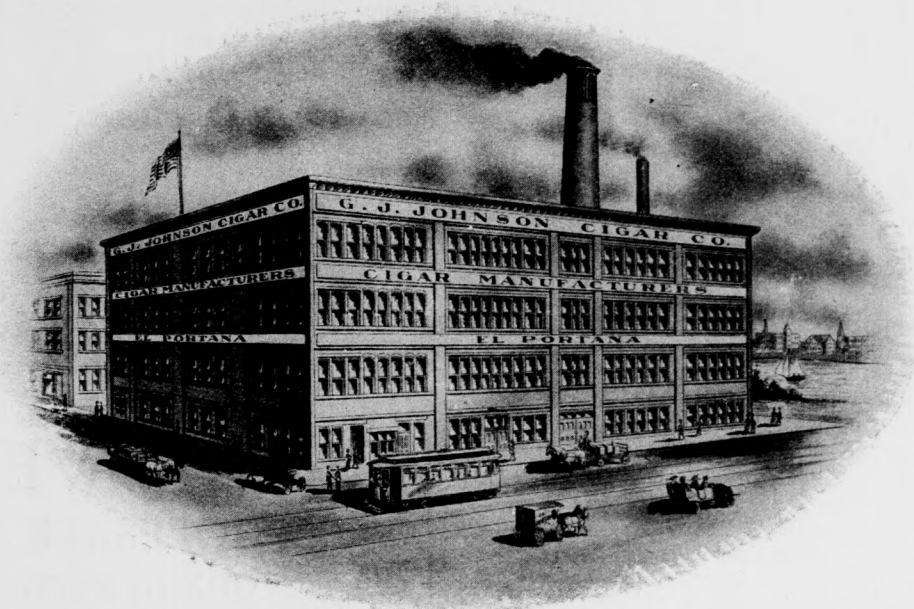
Willie Rahrah—Well, mother says it is to fit me for the presidency; Uncle Bill, to sow my wild oats; Sis, to get a chum for her to marry, and Pa, to bankrupt the family.

When cuteness develops into insolence it is time to get your gun.

# EL PORTANA 5c CIGAR



"In a  
Class by  
Itself"



Manufactured  
Under  
Sanitary  
Conditions

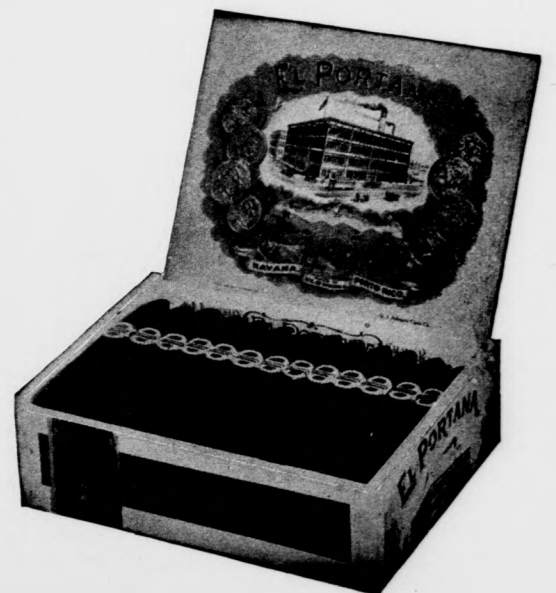
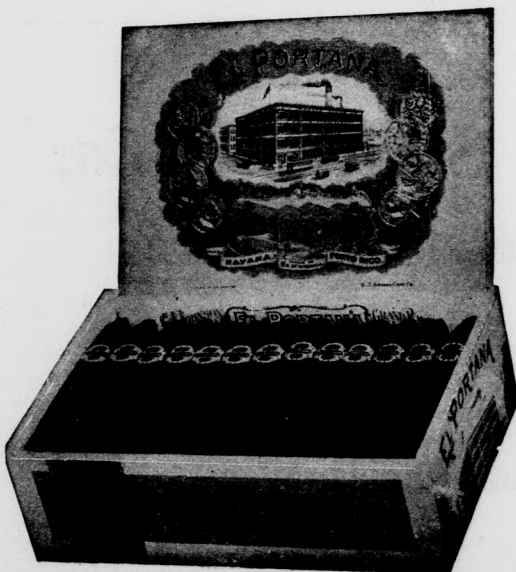
Made in

## Five Sizes

### G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.





#### Difference Between Hardware Clerk and Salesman.

How often we hear a young man say, "I'm a clerk in a hardware store." I often think of the difference between a clerk in a hardware store and a salesman in a hardware store. Some of you may say this is a distinction without a difference, but you are all wrong; there is all the difference in the world, between the two. Take a stove clerk, for instance. A lady will enter the store and will tell the clerk she wants to look at a range. The clerk will take her to the stove display floor and ask her about what price she wants to pay. She will perhaps tell him a friend of hers got one for \$35 and she ought to get what she wants for that. The clerk will point one out at that price and then they will both stand there and try to look wise, the lady looking just about as her husband looks when he goes to help her pick out her Easter bonnet. Perhaps the clerk will get up energy enough to open the oven door and remark that, "This is a good stove, all right." But Madam is not convinced, and says she will look around. So she goes down the street to a store where a stove salesman is employed. She tells him she wants to look at a range, and as he takes her to the display room he finds out that Mrs. Smith got one she liked for \$35. The salesman at once asks her the name of it and she says, as near as she can remember, it was the So-and-So. Now, the salesman has made a study of ranges, and he knows just what one she means and the features of it. He shows her the ranges one by one, opening them all up and explaining briefly their strong points, watching his customer all the time. Finally he sees her look linger on one particular range, sees her step back from it for a better general look and, as she goes on down the line, look back and compare that one with the ones she is passing. When they have gone down them all the salesman takes her back to the one he has seen her mind pick out. No word has been spoken up to this time of the merits of this particular range more than the others, but he leads her back to it unconsciously. He puts his hand on it with a loving caress, just as if that particular range was the only thing on earth he cared for. He explains to Madam that he is going to show her what he thinks is the best range in the market. He tells her that she may not agree with him, but he wants to show her its good qualities at least. He proceeds to tear the stove to pieces, shows her how it is put

together, shows her how the damper in the pipe, by its particular curve in the handle, will give her bread that beautiful color the ladies all like so well. He has studied his range, he knows that every range has some feature that no other range has, the one thing most important in buying a range. Then he closes it all up again, moves back where they can see its outlines and where Madam can picture it in her kitchen. Maybe it still takes a little talking, so he tells her something about the manufacture of ranges, of the material that goes into this particular range, of the care in its manufacture and of the reliability of the company making it. Before the lady goes she has bought the range, and yet the clerk had the advantage because he had the first opportunity. So I say there is a difference between a clerk and a salesman.

There has been so much talk of honesty in business of late that people seem to forget the honesty lower down in the business, in the lads who are some day to become our clerks and later will be the controlling powers of the ships we now steer. It is so easy then, too, to train the young mind, to teach the boys who are just starting out or even before they are out to shift for themselves, that honesty is not only the best policy, but it is the only policy that pays in business. Too often the boy is left to take the easiest course, that of blaming his mistakes onto others, of telling a "small" lie about what took him so long on his errand. If his dishonesty becomes too pronounced, he is discharged, when if he had been taken in time, he might have been made a useful man to the firm. I have a little poem from S. G. Gillfillan, of the Belfont Iron Works Co., Ironton, Ohio, which expresses the sentiment of almost every business man who comes in contact with the average American boy:

You may speak of the great ones of the earth,  
Of prelates, of princes and kings;  
I doubt not there's something of worth  
In the bosom of all human things;  
But dearer to me than the whole  
Pageantry, splendor and pride,  
Is the boy with a frank, honest soul,  
Who never his word hath belied.  
Yes, prized above all that this earth  
can afford,  
Though lowly and poor, is the boy of  
his word.

Although the daily papers (and some of the trade papers as well) have been having a great deal to say of late about the commercial condition of the country and intimating

that the country is on the verge of a very serious condition, the facts do not warrant any conclusion of this kind.

Months ago the present condition was foretold by those who have made a study of financial and industrial conditions. Among these men it was well understood that Congress would be unable to do anything very important in the way of tariff reform and that the politician would be trying to make himself "solid" with his constituents by promoting a series of "investigations" which, while they would do the people no good, would hold up any extensive investments of capital until after Congress adjourns. are pointing to the crop indications, which promise to bring the largest return in years. In order to handle the expected increase in tonnage of farm products next fall, the railroads are already beginning to make extra preparations and prosperity of the railroads is a sure indicator of the prosperity of the country, for active movement of people and goods means that there is more buying and selling on the part of the people.

This feeling of the coming prosperity wave is now being reflected in all lines and the prospects are that the year 1911 will be a good one in the amount of business done. Reports from railroads, made up by division superintendents, confirm these optimistic statements that have been coming from the agricultural districts for several weeks.

There are various ways in which retail merchants can co-operate without forming buying exchanges in order to get co-operative action, and no doubt with greater profit. What about co-operative delivery; agreement as to hours that stores be kept open; about extending credits to those who are known to be negligent in paying bills; in the matters of patronizing fake advertising solicitors, in giving money to doubtful charity enterprises, and in getting together for

general betterment of the home town? There is lots of work along these lines. If matters of this kind are not carefully looked after, there is no use in jumping into the buying exchange field for it will not help cure the evils of trade.—Sidney Arnold in American Artisan.

## Acorn Brass Mfg. Co.

Chicago

Makes Gasoline Lighting Systems and Everything of Metal

Established in 1873

Best Equipped Firm in the State

Steam and Water Heating  
Iron Pipe  
Fittings and Brass Goods  
Electrical and Gas Fixtures  
Galvanized Iron Work

The Weatherly Co.

18 Pearl St. Grand Rapids, Mich.

## WOLVERINE ELASTIC ROOFING PAINT

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 BOOK-LET 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. Mf'd by E. J. KNAPP & CO. BELDING, MICH.

## CLARK-WEAVER CO.

WHOLESALE HARDWARE

GRAND RAPIDS, MICHIGAN

WE ALWAYS Ship Goods Same Day Order is Received

## Foster, Stevens & Co.

Wholesale Hardware



10 and 12 Monroe St.

::

31-33-35-37 Louis St.

Grand Rapids, Mich.



**Many Machines Now Almost Think.**

It is an axiom of social evolutionists that in the not far distant future nearly all merely muscular industry will be superseded by machinery. Any one at all familiar with what is being done by mechanism must also be aware that a great deal of mental industry is being superseded, and, therefore, it may be thought that in the intellectual field mechanical inventions are likely to go as far as in the muscular. That, of course, is a mistake. There is no exercise of muscular energy which can not be more or less successfully imitated by mechanism, but the brain work which may be taken over by machinery is restricted within narrow limits that can by no possibility be overstepped.

These limits, although they are very real, are not always very obvious, and to the casual observer it must sometimes appear that a kind of mechanical intelligence is being evolved. From the miller's little bell that sets up a fussy tinkling the moment the hopper runs empty up to the calculating machines that are now to be found in banks and insurance offices, clearing houses and observatories, there are so many mechanical substitutes for brain workers that it is difficult at times to realize that it is, after all, only mechanism, and not intelligence, that is being evolved.

Some of the touches of what for convenience we may call mechanical intelligence to be met with in various odd corners of the industrial world are really quite amusing, and they have their prototype in that little bell of the old windmill.

There is, for instance, to be seen in any screw factory a different application of that device. The machinery takes hold of a rod of metal, pulls it rapidly along, gives the end of it the general shape of a screw, cuts the thread around it and the slot in the head, and then snips off a perfect screw. If you watch the thing actually making the screws the idea strikes you that it is merely a piece of mechanism, but when the machine comes to the end of its material and gives a sharp, impatient ring of a bell for the attendant to bring more you experience an uncanny feeling that the thing is human.

The machine by which railway tickets are printed gives an exhibition of intelligence, or what looks very much like it. Railway tickets are not, as might be supposed, printed in large sheets and afterward cut up. The cardboard is cut into tickets first and printed one by one afterward. The little blank cards are put in a pile in a kind of perpendicular spout, and the machine slips a bit of metal underneath the bottom of the spout and pushes out the lowest ticket in the pile to be printed and consecutively numbered.

It is of no use trying to print a bad ticket. The machine finds out an imperfect blank in an instant and flatly refuses to have anything to do with it. Tear off the corner of one of the bits of card and put it into the spout with the others, in order to see what will happen, and it refuses to

budge again until somebody comes and removes the impostor. Pull out the damaged ticket and the mechanism will set busily to work again.

**Tribute To the Memory of John W. Peirce.**

Written for the Tradesman.

Among the pictures hung in the private gallery of Colonel George G. Briggs is a very good and truthful portrait of John W. Peirce, a pioneer merchant of Grand Rapids, the father of Mrs. Briggs, Miss Frank E. Peirce and A. LeGrand Peirce. A grandson, John W. Peirce, strongly resembles the grandfather. The portrait was painted by Conant, one of the old school artists, who resided in Grand Rapids fifty years ago. He is now a resident of New York, where he finds full employment for his brush.

John W. Peirce sold merchandise in Grand Rapids for many years. His store was located on the southwest corner of Canal and Erie streets. He never used a short yard stick and always gave his customers down weight. He was a light-hearted, kindly man, with a quick wit and seemingly inexhaustible fund of jokes, stories and reminiscences. He was a very popular gentleman, and his home, located on Ottawa street, near Bridge, was a center of culture and refinement in the social life of the city. Mr. Peirce located in Grand Rapids in 1836 and opened a book store on the corner now occupied by the Kent county court house, on Kent street. Several years later he built and occupied the first brick store building, a handsome three-story structure on Canal street, where he remained in trade twenty-six years. He also, in the early sixties, erected four stores on Canal street, north of Erie, which were destroyed by fire in 1871. The property was not insured and the loss was severely felt by Mr. Peirce. He quickly replaced the burned structure. It is still standing and has never been vacant, the location being a very desirable one. Mr. Peirce filled many local political offices ably and honorably and was also a director on the boards of National banks and other business corporations during his life. He died in the year 1874. In speaking of her father during the reception given by Colonel and Mrs. Briggs to the members of the Art Club on May 27, Mrs. Briggs said: "Father was but 59 when he died, an age that is considered quite young now. A man at 60 ought to be in his prime. Father was a very popular man. Seemingly he was liked by every one."

Arthur S. White.

**Sponge Supply Much Below Demand.**

What becomes of all the sponges? New York purchases all it can get, paying from \$500,000 to \$1,000,000 a year for them, according to supply. Of course, many sponges are shipped from the city to other parts of the country, but most of them are used right here. So great is the demand, as compared with the supply, that it has been necessary to find a substitute for the natural sponge, and hence the rubber sponge, the use of which is constantly increasing.

Greek and Turkish sponges have been longest known to the trade, Syria furnishing the best quality. The sponge supply rapidly decreased after 1870, when the Greeks introduced the skafander, a diving apparatus, which enabled an operator to remain an hour on the bottom, at sixty to ninety feet depth. So severe was the tax upon the sponge beds that the seeds and baby sponges were destroyed, leading to measures for state suppression of skafanders by all the governments interested, except Turkey. The Turks continued to protect the outlaws on account of the revenue collected, amounting to \$15 a year in gold per marpoon, \$22 for dragnet and \$95 per skafander.

London gets first call on Mediterranean sponges. They are disposed of at auction, American representatives going there to bid. The main supply of New York comes from the Bahama Islands in particular and the West Indies in general.

The ancient Syrian method of obtaining sponges still prevails. The captain sits in the stern of the boat and examines the bottom through a cone-shaped vessel, open at the top and having a glass bottom. The sea floor is readily visible up to one hundred feet depth and desirable sponges are located. The diver sits on the edge of the boats, holding a heavy stone sinker attached to a cord held by a third man. When a sponge is located the diver goes over, the stone shooting him to the bottom, thus reducing his time in the water and adding to his time to collect. He works

on the bottom two minutes, grabbing sponges and placing them in a net around his neck. When his endurance is exhausted he pulls his signal cord and is quickly hauled to the surface. During the winter season, after storms, dredging is employed at greater depths.—N. Y. Herald.

The girl of the period can make an impression better than she can make pies.

**A Good Investment**  
**PEANUT ROASTERS**  
**and CORN POPPERS.**  
 Great Variety, \$8.50 to \$350.00  
**EASY TERMS.**  
 Catalog Free.  
**KINGERY MFG. CO., 106-108 E. Pearl St., Cincinnati, O.**

**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.**  
 103 Clark St. Albert Lea, Minn.  
**Walter Shankland & Co.**  
 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**  
 99-103 Congress St. East, Detroit  
 Telephones, Main 2228-2229  
 Ask for Catalog.

**DEALERS' PRICE LIST**  
 F. O. B. Grand Rapids, Mich. April 17, 1911. Prices subject to change without notice.

<b>Corporal Brand Rubber Roofing</b>	
1 ply complete, about 35 lbs. per square	\$ 73
2 ply complete, about 45 lbs. per square	95
3 ply complete, about 55 lbs. per square	1 16
<b>Weatherproof Composition Rubber Roofing</b>	
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
<b>Weatherproof Sand Coated</b>	
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 fibre sheathing per roll	45
<b>Tarred Felts</b>	
No. 1. 22 lbs. per 100 square feet, per cwt.	\$1 40
No. 2. 15 lbs. per 100 square feet, per cwt.	1 40
No. 3. 12 lbs. per 100 square feet, per cwt.	1 40
Stringed felt, 22 lbs. 250 square feet, per roll	44
Stringed felt, 44 lbs. 500 square feet, per roll	87
Slaters felt, 30 lbs. 500 square feet, per roll	60
Tarred sheathing	65
<b>Rosin Sized Sheathing Weatherproof Brand</b>	
Red No. 20, about 20 lbs. per roll 500 square feet	\$ 31
Gray No. 20, about 20 lbs. per roll 500 square feet	31

**GRAND RAPIDS BUILDERS SUPPLY CO., Grand Rapids, Mich.**  
 Distributors of the Product of the General Roofing Manufacturing Co.  
 The Three Largest Prepared Roofing and Building Paper Mills in the World



### How To Handle Shoes Profitably and Advantageously.

How to get the greatest profit and yet have a clean stock at the close of a season is a problem which concerns every merchant. It is generally agreed that this is possible only by turning stocks frequently, or, in other words, buying close to immediate needs. In no line of merchandise is this more important than in shoes, for the reason that the style value of footwear deteriorates quickly.

#### Supposedly Good Sellers.

There have been instances where merchants have bought what were supposedly good sellers in novelties at the start of the season, only to be forced to put them on the bargain counters a month or so later. Suggestions on how to overcome this have been made, but nearly all advise a change in methods of buying. To many merchants this may appear as a selling argument for a certain class of wholesalers or manufacturers who seem to reap the real benefit.

#### Good Value To the Consumer.

No manufacturer or wholesaler is any more prosperous than the merchant to whom he sells. Consequently the goods he markets must not only give good value to the consumer but must also be beneficial in a profit-making way to the distributor. Shoes that are stickers, whether through the fault of the style or the quality, certainly do not help the wholesaler or manufacturer to get business. The modern way is to sell the merchant a few shoes and not clog up his shelves so that he will not be loaded on any style that might not move easily.

Generally speaking, it is the fault of the merchant through overbuying novelties that crowd the store with odds and ends and prevent him from turning his stock as frequently as he should.

#### We All Get Stickers.

From the manufacturer's viewpoint, the retailer is to blame, and retailers very often feel that the manufacturers' or wholesalers' line is not "up to snuff" or it would not stick on the shelf. As a matter of fact, the shrewdest buyers often purchase a line that sticks.

#### Stocking Too Many Novelties.

The retail shoe trade at present is passing through a stage of evolution that is entirely due to the crowded shelves filled with unsalable merchandise in many stores. The confusing number of novelties to be offered next spring also enters into this change of method and conditions. Even in the very big stores buyers size up the possible demand for novelties more

carefully than in the past. Many large buyers, last spring, refused to anticipate on velvets, and consequently lost sales. This, however, seemed preferable to having a lot of shoes of this character on hand on which they might have had to sacrifice.

#### Place Frequent Orders.

The placing of small but frequent orders is to the buyer's benefit. A striking example of this happened in a prominent wholesaler's office recently. Two brothers some five years ago opened a retail store in a city about forty-five miles distant from Chicago. Their business had apparently prospered, and when one of the brothers appeared at the wholesale office about a week ago, asking for extension of credit he was referred to the proprietor of the establishment.

"What are your assets?" asked the proprietor. "Eleven thousand dollars stock," was the reply.

"And your liabilities?"

"We owe \$7,000," said the young man. "You see we are entirely solvent," he continued.

"Yes, yes," said the wholesaler. "How much business do you do annually?"

"About \$18,000."

"You don't mean to say that you use an \$11,000 stock to do an \$18,000 business?" said the wholesaler. "No wonder you are asking for an extension. Personally, I would like to help you through, but your methods are entirely wrong. I am sorry, but I must refuse your extension."

#### Buy What You Can Pay For.

Here is an example of a merchant who did not make the best of his buying possibilities. Almost within a stone's throw of a big specialty market in which he could have sized up his stock weekly, he took all the long chances in buying and missed. How much better it would have been had he followed the lines of another merchant who had been urged to put in an additional line by a jobbing house. It developed that this second merchant had a store in a prosperous little town. He carried a stock of around \$4,000. His annual business was somewhat better than \$17,000.

"Let me tell you," he said to the salesman urging him to put in the additional line, "I only buy shoes that I need and that I have money in the bank to pay for. I would sooner be a little short on stock than over-supplied. You wouldn't ship me shoes unless I could pay for them, and I won't buy shoes unless I can see them going out of my store, to the last pair, at a profit."

#### The Conservative Buyer.

The above, of course, represents two extremes in buying. Between

these two examples lies a logical method that a merchant can use to his benefit. Merchants can not afford to overload. Neither should they permit their stocks to become so low that numbers of sales are likely to be lost. It has been said that buying close to immediate needs means that sales will be lost or the reason that manufacturers' stock departments and wholesalers of specialties are very often sold out on those styles and sizes that retailers urgently need. This is true in many cases. But after cold reasoning, is it not better to miss a few sales on a line or two than to be overstocked on several lines? Again, the instances where merchants have anticipated and hit upon the popular fad in shoes have been few and far between. Even then sizes have been broken despite anticipation and sales lost.

#### Serious Buying Mistakes.

Many merchants make their most serious buying mistakes through their desire not to miss a sale. It must be remembered that stores employing the best of salespeople, having stocks upwards of \$50,000, and carrying shoes in every modern style as well as all sizes and widths, lose any number of sales annually. While the first principle of merchandising is to please customers, some merchants go to extremes and pay a dear penalty.

#### Try Out the Novelties.

This season will force many dealers to decide upon a new policy of merchandising. It is practically impossible properly to stock the numerous novelties now offered. Out of

this multitude of styles only one of two lines should be selected by the merchant with a moderate outlet. What particular line to select will be up to the individual buyer. Most wholesale houses now have a stock of novelties on hand. The shrewd retailer will buy a few of each kind immediately to try out. The two styles that look best to his trade should be stocked and re-ordered frequently as the demand grows.

#### Opened the Flood Gates.

"What made you so late?"

"I met Jinx."

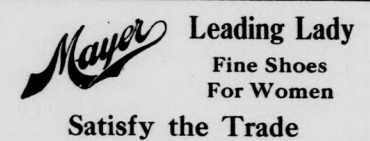
"Well, that's no reason why you should be an hour late getting home to supper."

"I know, but I asked him how he was feeling, and the fool insisted on telling me."

#### How He Was Cured.

"What cured him of flirting?"

"He started a flirtation with a lady who turned out to be selling an encyclopedia at \$200 a set."



# "SIMMOMS SHOES WEAR LONGEST"



## SIMMONS BOOT & SHOE CO. TOLEDO, OHIO

# 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

**Merchandise Methods of Big Department Stores.**

At the beginning of 1901 I sat among a bunch of shoe travelers. Naturally their conversation turned to shoe buyers and the recounting of changes was rather astounding. One buyer had gone from Chicago to St. Louis; one from St. Louis to Rock Island; one from Indiana to Peoria. Several had quit and were to try the road. One big store had changed shoe men nine times in one year. One had changed buyers every year for five years. One big department store had thrown out the shoe department as a losing game.

These changes were all among buyers of long experience and among successful department stores—stores which had kept their silk men, their suit men, their wool goods men and almost all other men except shoemen for years.

The laymen might infer that the shoemen were incompetent. If this were true, what an awful bunch of incompetents. But it is not the case that the men were incompetent. Every man mentioned was an expert in his line. The fault lay in the general conditions governing the shoe business. Through disorganization and foolish competition shoemen have reduced profits and increased numbers of styles, until through small profits and season-end losses it is almost impossible to make a big profit showing in shoes. Department store shoemen must compete with regular shoe stores. They must give as good, or better, value than the exclusive store. Hence, if the exclusive store does not make big money, how can the shoe department be expected to?

**Profits on Shoes Compared With Other Lines.**

If department store presidents would compare their shoe business with the shoe business of other stores in their towns they might be able to find some word of approbation for their own shoe buyer. This they refuse to do, insisting on comparing it with their other departments selling different lines. Nor will they look to the whys and wherefores, comparing net profits only.

No department is as hard to manage as shoes. Profits are much smaller and broken lots are much easier of accumulation. Shoes that cost \$1.15 will seldom bring more than \$1.50, while the drapery department gets \$2 for a \$1.15 article. Millinery pays from 50 to 75 per cent. gross on investment. Coats and suits pay a like profit. China and glassware pay still larger. Silks and dress goods pay 60 to 70 per cent. on investment—gross profit. The jewelry and trinket department pays profits which would make the shoemen blush to ask.

**Two Specific Illustrations.**

To contrast shoes to other departments I shall use two specific illustrations, one shoes with dress goods, and shoes with gloves.

As long as the dress goods man has a full pattern of any piece of goods in stock he stands to sell it to any woman who may be induced to buy it. The pattern may contain ten yards and may cost \$1.50 per yard.

For the purpose of comparison let us degrade the profit to the level of shoes and say he sells it at \$2. Then we have an investment of \$15 for a possible sale.

Turning to shoes and taking price for price with dress goods, the next woman to come in for a \$2 shoe may wear 2½ B; she may wear an 8 E. To cover this uncertainty the shoe department must have sixty pairs of any style she may want—from 2½ B to 8 E figures sixty pairs. The purchase will not exceed \$2. Then we have an investment of sixty pairs at \$1.50, which equals \$90 for a possible \$2 sale, against the investment in dress goods of \$15 for a \$20 sale. Some little difference!

Taking dress goods as a fair general comparison between dry goods and shoes, let us turn to gloves as the next hardest stock to shoes, by reason of size proposition.

Gloves, like shoes, must be fitted to be sold. But no one ever walks on their hands to see if the gloves hurt.

Variety of styles in gloves must be large to meet the demand, but variety of shoes must be larger because of the addition of fabrics to leathers among shoe styles. Satins, velvets, velooze are never used for making gloves and calfskins are rarely used.

To be certain of fitting the next customer in gloves it is necessary to have eleven sizes. To be certain of fitting the next customer in shoes it is necessary to have sixty sizes at least. (I am speaking of exact fits in each article.)

Granting, for the sake of argument, that the variety of styles in gloves and shoes is the same, shoes have five times the worst of it by reason of the widths. The numbers of styles being the same in each, for a \$3,000 glove stock we must have a \$15,000 shoe stock. When it comes to the clean up, for each odd pair of gloves in stock we have one chance in eleven to sell it to each woman who likes it. For each odd pair of shoes we have one chance in sixty to sell it to each woman who likes it.

These figures can not be gotten away from any more than you can get away from the mortality of the insurance actuary. If any department store owner should happen to read them they may help him figure out why his shoe stock does not turn as often as other stocks.

**Shoes in Department Store Hard Game.**

Of course there are exceptions, but the usual department store treats its shoe section about the same as it does potatoes. They are put in the basement, or up in the attic, or behind the mirrors in the millinery department. Any old fixture will do for shoes, any old carpet too disreputable for any other department goes to the shoes. In fact, the shoes are a step-child of the usual department store. The head of the concern knows nothing of them and is naturally skeptical of anything proposed in regard to them.

This shoe business is a hard game—in or out of the department

**The  
"Bertsch"  
Shoe  
For Men**



Last 26—All Leathers

Is finding more friends every day.

We are now making this line in Vici, Gun Metal, Patent and Tan Leathers, both in the high shoes and oxfords. You can retail these shoes from \$3.00 up. They would be winners at a much higher price.

Send us your orders. We can supply your needs quickly.

**They Wear Like Iron**

**Herold-Bertsch Shoe Co.**

Makers of Shoes :-: Grand Rapids, Mich.

**Supreme  
Foot Ease**

This is our Bekham (calm comfort) shoe.

Made out of kangaroo, cordovan or chrome, bal or blucher; contains all the wear there is and is a balm to the soles of many ailing feet.



**Rindge, Kalmbach,  
Logie & Co., Ltd.**

Grand Rapids, Mich.

store—and the shoe manager in a department store is not to be envied.

This is not, as I said in the beginning, intended to be a "sour grape" article. I have tried to set forth facts as they appear to be and my ultimate object is to bring the shoe buyer and the head of the store closer together.

#### More Co-operation Needed.

The "boss" is not a bad fellow and he is not continually after the shoeman's scalp. But the really big "boss" is a cold-blooded fellow, for he must see each department make good, if not under one manager then under another.

The really wise "boss," after several succeeding shoe managers fall down and drop out, begins to sit up and study shoe conditions. When he does he finds his shoe managers have been pretty good shoe men after all, but that they have been up against a hard game and that conditions governing the general shoe business are not conducive to big money-making. Then he begins to figure means for improving his shoe business. He goes over the stock with the manager, he cuts out a line here, adds a little profit there; cuts down purchases for the future and suggests buying oftener and not so much at a time. Yes; he tramples on every sacred tradition of the old shoe game. He is not a shoeman, but he is a business man, and I want to say here that the "wise bosses" of department stores who take an interest in their shoe departments and talk the business of the department over with their buyers are doing a great deal for the shoe game. They are putting it on a scientific merchandising basis, and while I believe it is impossible to turn shoe stocks as often as other stocks, I know it to be a fact that department stores are turning stocks in shoes oftener than most shoe stores are turning them. They are also increasing the percentage of profit. With these increased turns of stock and increased profits they are also increasing their shoe business.

I know, and will give the name of the store to the skeptical who asks for it, of a department store that turned its shoe stock a little more than three and one-half times in 1910. I know of another that made over 27 per cent. profit on gross sales.

#### Suggestions for Head of House.

Exclusive shoemen who usually make a turn of one and one-half or two times and a profit of 20 to 23 per cent. would do well to look into the merchandising methods of the big department stores. The big department stores are not hurting the shoe game; in fact, they are helping it to a better profit-making basis. They are partly responsible for the general movement toward larger profits and fewer styles.

In conclusion, I would say to the "big boss": "Get in touch with your shoe man. You will find he knows a wonderful amount about shoes. You will find he really has some intelligent ideas about the general arrange-

ment of the department to help the game along. You will find his heart is in his work and that he wants to make good more than he wants an increase in salary."

#### Suggestions For the Buyer.

To the shoe buyer I would say: Get next to your "boss." You will find he knows more about the figuring end of the business than you ever dreamed of. If you have a proposition in buying to put to him, figure out the profit before you present it. You will find him always willing to listen to a profit proposition. Get him to figure with you on purchases for next year. He will then better understand your difficulties and you and he will understand each other better.—Shoe Retailer.

#### How To Wash Windows.

Strange as it may seem, there is a right and wrong way to wash windows, and as this question is usually dreaded the following method will doubtless be appreciated, as it saves both time and labor.

Choose a dull day, or at least a time when the sun is not shining on the windows, for when the sun shines on the window it causes it to be dry streaked, no matter how much it is rubbed. Take a painter's brush and dust them inside and out, washing all the woodwork before touching the glass.

The latter must be washed slowly in warm water diluted with ammonia—do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with soft piece of cotton cloth—do not use linen, as it makes the glass linty when dry. Polish with tissue paper or old newspaper. You will find that this can be done in half the time taken where soap is used and the result will be brighter windows.

#### The Whining Clerk.

A bad habit is whining. No man under 80 should whine. After that age there are cases when it is excusable. A whiner is not a business getter. He is too busy. A whiner has no faith, no hope, no health—according to his way of thinking.

To grow you have to be told something that hurts. The more it hurts the more you grow. A big word is invulnerable. It means you never touched me. A man that is not touchable is in a bad way. If you whine, cut it out. Turn right about face, boy, and believe in truth. Truth is all faith, all hope, all health. God made these and "they were good."

You can not get ahead if you whine. But you can and you will get ahead when you say and believe that "My work is right back of this counter and I'll do my duty to the letter and do it cheerfully and hopefully."

W. E. Sweeney.

#### True Literature.

A work of literature should give us ourselves idealized and in a dream all we wished to be but could not be, all we hoped for but missed. True literature rounds out our lives, gives us consolation for our failures, rebuke for our vices, suggestions for our ambitions, hope and love, and appreciation.

Sherwin Cody.

# Rouge Rex Elk Outing Shoes

This is one of our special lines. Extra care is taken in the selection of the material which enters into these shoes, and they are made over lasts that fulfill all the requirements of good fitting footwear.

For comfort and service combined there is no better summer shoe made than our Rouge Rex Elk Outing Shoes.

Refer to pages 31 and 49 in our new catalog, and mail us your order today. If you have not received our 1911 catalog drop us a card.

## Hirth-Krause Co.

Hide to Shoe  
Tanners and Shoe Manufacturers  
Grand Rapids, Mich.



# SHAKER Table SALT

"The Salt That's Always Dry"

## Big Advertising---Big Sale

1911 is going to be the biggest year in the history of SHAKER SALT, and it's your chance to have the most profitable salt sales in your history—we're using full page advertisements and other large space in a list of magazines and Sunday newspapers reaching a total of 55,000,000 readers, calling attention to the purity and free flowing, ready-to-use quality of SHAKER SALT and offering valuable premiums in exchange for trade marks. Get in line. Send for circular describing our advertising campaign and showing how you can profit by it.



"Co-operate and Co-profit With Us"



# WARNING

---

## To Retail Shoe Merchants, Shoe Manufacturers, Jobbers and Salesmen:

It has come to our notice for some time past that shoe dealers are trading on the name and reputation of the Mayer Martha Washington Comfort Shoe by offering and exposing for sale shoes similar in appearance and representing them to be Martha Washington Comfort Shoes.

The name and picture of "Martha Washington" applied to shoes are our exclusive property, duly registered as a trade mark, and cannot be used except in the sale of the genuine Martha Washington Comfort Shoes manufactured by this company.

For the protection of thousands of merchants who handle the genuine Mayer Martha Washington Comfort Shoes, we will henceforth prosecute to the fullest extent any dealer, jobber, salesman or manufacturer found using the name and picture of "Martha Washington" in the sale of shoes—excepting in the sale of the genuine Mayer Martha Washington Comfort Shoes which are so branded.

This warning is issued to those who have been either willfully or unintentionally using the name or picture of "Martha Washington" unlawfully in the sale of shoes.

---

---

**F. MAYER BOOT & SHOE CO.**  
MILWAUKEE, WISCONSIN

**Largest Manufacturers of Full Vamp Shoes in the World**

# Banking

## Coming Convention—Peculiarities of Local Bankers.

The twenty-fifth annual convention of the Michigan Bankers' Association will be held in Detroit June 13-17, and the Detroit bankers, as hosts, propose to make this silver jubilee session something extra. The local banks will all be represented and it is expected the attendance from this part of the State will be large. The convention sessions will be held at the Hotel Pontchartrain, and the programme arranged includes plenty of entertainment along with the business. The opening session will be Tuesday afternoon, with an address of welcome and response, the annual address of President Emory W. Clark and other business. In the evening will be the annual banquet, given by the Detroit banks, with addresses by George M. Reynolds, President of the Continental and Commercial National banks of Chicago and Robert Wm. Bonyng, former Congressman from Colorado and member of the National Commission. On Wednesday there will be business sessions morning and afternoon, and for entertainment will be automobile trips and in the evening a ball at the Hotel Pontchartrain. Thursday afternoon the Association will take the steamer, Western States, for Buffalo and Niagara Falls to spend Friday. The start will be made early enough to stop at the Livingston channel to view the Government work. In Buffalo the Association will be the guests of the Buffalo bankers, and automobile trips, excursion to Niagara Falls, a luncheon and other entertainment features will, no doubt, be arranged. The steamer will leave Buffalo to reach Detroit in time to catch the trains leaving Saturday afternoon.

Arthur T. Slaght, of the Grand Rapids National City Bank, will be one of those who will attend from this city. He will have his directory of the banks of Michigan ready to distribute at this time with the compliments of the Grand Rapids National City. This directory is in convenient pocket form and contains data not to be found in any other publication, showing capital, surplus, loans and discounts, deposits and other statistics of practically every bank in the State, State, National and private. The officers and directors of the banks, when organized and their banking center connections are also given. The directory is very useful to bankers and business men, and represents two or three months of hard work on Mr. Slaght's part in securing, compiling and arranging the necessary data.

The summer call for the bank statements may be expected any time from the middle of June to the middle of July. The local statements will be studied with interest to see what has been the effect of the strike. The

strike has meant the suspension of pay rolls to the amount of nearly a million dollars, with a small rebate in the form of strike benefits. This disturbance in the circulation of money has been felt in all branches of trade, and it will be interesting to see how it shows in the bank statements. It is stated that there has been no falling off in the savings deposits during the strike, but, on the contrary, there has been an increase. The explanation for this is that there has not been the usual spring withdrawals for the purchase of homes. Workmen, whether involved in the strike or not, have put off home buying or building plans until industrial prospects clear. Business in real estate, such as workingmen buy, has been dead this season, and dealers do not look for any immediate revival.

One of the laws enacted by the last Legislature relates to banks in territory annexed to cities, and some day this law may be of interest to the South Grand Rapids Bank. The law prescribes capitalization in cities and villages according to population, and this says that a bank in annexed territory may continue doing business with its original capital in its original territory, but can not move its offices into the old city limits without making its capitalization what the law requires of cities of that size. The South Grand Rapids banks with \$25,000 capital, can continue doing business with offices south of Burton avenue in the event of annexation, but could not move to the north side without increasing to \$250,000.

Here is the capitalization schedule of banks as prescribed by the State law:

Town of 1,500 not less than	\$ 20,000
Town of 5,000 not less than	25,000
Town of 20,000 not less than	50,000
Town of 110,000 not less than	100,000
Town of 110,000 and over....	250,000

It is further provided that banks, regardless of the size of the town, having deposits exceeding \$5,000,000, shall have a capital of not less than \$400,000. Under this law the organization of new banks in Grand Rapids will be considerable of an undertaking. This city is now in the class of over 110,000 population and \$250,000 capital is the minimum, and promoters of a new bank will find this a large amount of money to raise, although should the real need of a new bank appear no doubt it could be raised.

Only one of the State banks in Grand Rapids, the Kent State, with \$500,000 capital, is up to the required minimum. The Peoples has only \$100,000, and the Grand Rapids Savings, the Commercial and the City Trust and Savings each \$200,000. When old charters expire these banks will no doubt have to increase either by new capital or the conversion of surplus and undivided profits, and

Merchants and tradesmen will find the **COMMERCIAL** a convenient place for their banking. Thoroughly equipped branches at 46 W. Bridge and corner 6th and S. Division and the main office at Canal and Lyon streets.

R. D. GRAHAM, President.  
C. F. YOUNG, Vice President.



## Grand Rapids National City Bank

Capital \$1,000,000

Surplus and Undivided Profits \$350,000

Solicits Your Business

## Kent State Bank

Main Office Fountain St.  
Facing Monroe  
Grand Rapids, Mich.

Capital - - - - \$500,000  
Surplus and Profits - 250,000

Deposits  
6 Million Dollars

HENRY IDEMA - - - - President  
J. A. COVODE - - - - Vice President  
A. H. BRANDT - - - - Ass't Cashier  
CASPER BAARMAN - - - - Ass't Cashier

3 1/2 %

Paid on Certificates

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

## Child, Hulswit & Company BANKERS

### Municipal and Corporation Bonds

City, County, Township, School and Irrigation Issues

#### Special Department

Dealing in Bank Stocks and Industrial Securities of Western Michigan.

Long Distance 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.

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. 3 1/2 % if left one year.

## PEOPLES SAVINGS BANK OF GRAND RAPIDS, MICHIGAN

RESOURCES		Condition May 15, 1911	LIABILITIES
Loans	\$1,796,212 34	Capital Stock	\$ 100,000 00
Banking House	35,000 00	Surplus	100,000 00
Cash and Clearing House Items	131,604 98	Undivided Profits	15,517 26
Deposits with Reserve Agents	271,622 67	Deposits	2,018,922 73
	\$2,234,439 99		\$2,234,439 99

Savings Department Reserve 18%

Commercial Department Reserve 27%

## THE FOURTH NATIONAL BANK

UNITED STATES DEPOSITORY

GRAND RAPIDS, MICHIGAN

### OFFICERS

WM. H. ANDERSON, President  
JOHN W. BLODGETT, Vice Pres.

L. Z. CAUKIN, Cashier  
J. CLINTON BISHOP, Asst. Cashier

This bank pays 3 per cent. on Savings Certificates if left 6 months, and 3 1/2 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.

stock dividends. The Kent State is the only State bank in town interested in the \$5,000,000 deposit condition, and its capital of \$500,000 is ample to cover that.

Two of the local bank presidents have not acquired the automobile habit. Thomas Hefferan, of the Peoples, takes his enjoyment behind a handsome span of bays. Chas. W. Garfield, of the Grand Rapids Savings, has a nice family horse which he is very fond of, and he also has a bicycle, which he uses both for business and pleasure. Mr. Anderson, Mr. Wylie, Mr. Waters, Mr. Idema, Mr. Graham, Mr. Conger, Mr. Withey and others of the banking fraternity may have all the fun there is to be had out of their automobiles, but Mr. Hefferan, with his bays, and Mr. Garfield, with his Dobbin and bike, would not trade with them, not even if boot were offered. Mr. Garfield, by the way, is one of the few business men in town who sticks to his wheel. In the early days of bicycling, a matter of a quarter of a century ago, Mr. Garfield took a bicycle tour through England and to the continent, and never has he been without a wheel since. When riding he is never a scorcher. He just jogs along peacefully and pleasantly, and along paths that are pleasing. He often rides back and forth to business instead of taking the street cars, and he is fond of jaunts along the country roads.

#### The Lion Hunter.

Will Carleton, the famous author and lecturer, frequently has to walk half the night, after lecturing, before he can calm down the excitement produced by the occasion, sufficiently to sleep. He has been "held up" two or three times by highwaymen in these night walks; but, as he takes pains to leave his valuables in the hotel safe at such times, he never loses anything—not even his self-possession. Once three burly roggers surrounded him, and asked him what time it was; thus hinting that it was in order for him to hand over his watch.

Carleton looked demurely up at the stars, and told them it was nearly midnight. They were curious to know how he could tell that way, and he gave them a lecture on astronomy. At this, one of the fellows respectfully asked his name, and Carleton having given it without hesitation, the robber exclaimed, "Thunder! why didn't you tell me at first who you was? I've heard you read more than once, and my wife, when I had one, used to read your poems to me every night before I went to bed." Carleton then gave his new acquaintances another lecture—this time on the error of their ways—bade them good night, and went on, as if nothing had happened.

Another time he was arrested by an officious watchman, in one of the outskirts of the town, as a suspicious character, as he resembled slightly in form and height a party for whom the officers were looking. Carleton allowed himself to be conducted back to the city, pledging his word that he

wouldn't run, and the officer threatening to shoot him if he did.

On the way the "prisoner" amused himself by asking his companion all sorts of questions—as to who was the best attorney in town to get him out of the scrape—if the jail was comfortable, etc., etc—to which the other gave at first gruff replies, but was finally quite won by his captive's conversational powers. "He was the most charmin' feller to talk with that I'd seen for a good while," he said,

afterwards; "an' it kept semin' to me what a pity it was that such a man should be a criminal. I almost wanted to ask him over to breakfast with me the next mornin'."

They soon came into the lighted streets and happened to meet the Mayor, who had introduced Carleton to the audience a few hours before. "I think I've got the feller we've been after so long," exclaimed the officer.

"Why, you big fool, that's the lion

of the evening!" replied the other, laughing immoderately. "He's been playing with you."

The officer always went by the name of "The Lion Hunter" after that night.

#### Not Popular.

"I don't take much stock in that scheme of yours," said the moneyed man.

"And no one else does, either," responded the promoter.

## You Can Open a Bank Account by Mail With the Oldest Savings Bank in Western Michigan

You who live outside of Grand Rapids and who may be some miles from a banking center, you can secure every advantage which the Grand Rapids Savings Bank has to offer (just as completely as though you could step into our splendid banking home every morning in the year.)

You can open a savings account or a checking account with us by mail.

All you have to do is to send your first deposit direct to Frank S. Coleman, Cashier. (Mr. Coleman is specially commissioned to look after these outside depositors.)

This bank has assets of three million dollars. It has thousands of satisfied depositors. In forty years it has never lost a single penny for a single depositor.

You might just as well avail yourself of its splendid facilities and its perfect safety. Depend upon it—your account will be welcome; and it will receive the same careful attention and consideration if it is \$5 as though it were \$5,000.

There's another advantage in opening banking relations with us. It gives you a Grand Rapids banking home. You can use us for your Grand Rapids financial business. You can call upon us for financial advice. That's worth something.

Grand Rapids is a reserve city, your checks are good anywhere.

And when you are in Grand Rapids, you can make our bank your headquarters. You'll find waiting rooms, writing rooms, telephones, etc., awaiting your use. And you'll find that we WANT you to use them.

This is the bank where everybody feels at home.

Suppose you make yourself one of its satisfied depositors.

Checking accounts received, any amount. Start one today and do business right.

## GRAND RAPIDS SAVINGS BANK

N. E. Cor. Monroe and Ionia Sts.

Branch, Madison Square

#### OFFICERS

CHAS. W. GARFIELD,  
President

ORSON A. BALL,  
Vice President

FRANK S. COLEMAN,  
Cashier

DANA B. SHEDD,  
Assistant to President

ARTHUR M. GODWIN,  
Assistant Cashier

#### DIRECTORS

N. FRED AVERY,  
Pres. Worden Grocer Co.

ORSON A. BALL, Vice President  
Vice Pres. Judson Grocer Co.

AARON BREWER,  
Capitalist and Farmer

ROGER W. BUTTERFIELD,  
Pres. Grand Rapids Chair Co.

FRANK S. COLEMAN, Cashier

CEO. M. EDISON, Capitalist

CHARLES W. GARFIELD, President

WILLIAM H. GILBERT,  
Sec'y American Paper Box Co.

FRANK JEWELL,  
Clark Iron Co.

FRANK E. LEONARD,  
H. Leonard & Sons

JOHN MARTIN, Capitalist

LESTER J. RINDGE,  
Rindge-Kalmbach-Logie Co.

WILLIAM ALDEN SMITH,  
United States Senator

ARTHUR H. VANDENBERG,  
Treas. and Mgr. Grand Rapids Herald

GEORGE G. WHITWORTH,  
Treas. Berkey & Gay Furniture Co.

You will enjoy courteous treatment at this bank and we will appreciate your patronage

# Saginaw

Symons Bros. & Co.'s Opening.

An interesting event in the wholesale history of Michigan took place in this city during the week, when the house of Symons Brothers & Co. formally opened its splendid new establishment to the trade and public generally. The new five-story brick and fireproof building, occupying an entire city block on South Washington avenue, from 501 to 515 inclusive, is 136x217 feet, has a basement in addition to the five stories and practically gives the firm six floors, the actual floor space being 114,000 square feet, or nearly three acres. The building is equipped with every modern device for the quick and economical handling of merchandise, and at the opening the visitors were given an object lesson in the assembling, packing, shipping and handling of goods, as well as seeing the coffee and peanut roaster, the sugar mill, the spiral chute, the electric and hand elevators and other devices in active operation.

The new building was started on April 1, 1910, when ground was broken for the foundation, and it was ready for occupancy, although not completed in all its furnishings and details, on January 1, 1911, when the firm moved in.

General offices, accounting rooms, etc., are on the third floor; the shipping department is on the ground floor; the merchandise storage department is on the second; general storage on the third and fourth, where not occupied by the handsome offices, and again storage on the fifth floor, the roof carrying a mammoth tank for the sprinkler system with which the entire building is equipped. The sugar mill and roasting department is also on the fifth floor.

This progressive house began business in Saginaw in 1833, and originally occupied a building with 5,000 feet of floor space. The first year it did a business of \$180,000. In 1900 the plant was moved to the corner of North Washington and Tuscola street, with 36,000 square feet of space and a volume of business reaching \$600,000 annually. To-day the annual business is \$2,000,000. The house attributes its growth to putting in a full day's work each day, living economically and trying to give value in every business transaction. The new plant is within a stone's throw of the Michigan Central and Grand Trunk railroad depot; has every convenience possible in the shape of switches and covered driveways, and street cars run past the doors every few minutes.

On Thursday and Friday nights the firm entertained the city retailers and their families, serving refreshments and escorting all visitors through the building. Friday afternoon dealers from neighboring cities and the surrounding country were present and were dined at the Bancroft, afterwards being taken over to the South

Michigan League baseball game between Saginaw and Adrian. Board of Trade members and the public generally were entertained on Saturday. Some of the visitors from outside points who attended the opening and also visited other wholesale establishments while in the city were: Mr. and Mrs. C. A. Stockmeyer, Ora and Otis Stockmeyer, Mr. and Mrs. J. W. Heller, Caseville; A. A. Woldt, Kilmaugh; Mr. and Mrs. P. J. Lee, Chesaning; John Zulauf, J. A. Zuluf, Uby; Matthew Terner, Joseph Terner, Ivanhoe; H. H. Spence, Richmond, Va.; J. A. Moffat, W. D. Purcell, J. B. Perselle, Vassar; Stephen Ferguson, Tawas City; C. P. Hill, Ashmore; H. G. Leonard & Son, V. Seas, A. Seas, St. Louis, Mich.; H. R. Mergarth, Reed City; F. E. Holmes, Mt. Morris; G. W. Beach, W. G. Howland, Flint; A. E. Best, Birch Run; W. W. Palmer, Tuscola; Chas. F. Mathews, Trenton, Mich.; L. C. Touff, Freeland; C. R. Hallack, Brent Creek; A. C. Neilson, West Branch; R. C. Robbins, Gladwin; Herman Chubb, Estey; R. Jones, Clio; Paul Laing, Otisville; A. W. Hayes, Fenton; F. C. Beland, Richville; E. Bishop, Millington; W. A. Judd, Foster; T. M. Henderson, H. W. Smith, F. Lincoln, Lapeer; Geo. L. Kelly, Twining; E. A. M. Phail, Omer; Ray Porter, Otter Lake; O. D. Thayer, Silverwood; R. R. Lincoln, Drake; S. Waggoner, Breckenridge; George F. Barbarin, John J. Merriam, F. Lewis & Co., Freeland; Wm. DeHart, Bridgeport; E. W. Leonard, Watrousville; J. L. Dafoe, Flint; A. A. Livingstone, Deford; E. C. Schultz, Richville; Clarence Shaw, Evart; Chas. Otto, Manistee.

#### Movements in Business.

Fred Powell, Gladwin, is erecting a new building to be used for furniture and hardware to cost about \$8,000. This is to be a modern building in every respect and a novel feature of it will be a flowing well in the same. Mr. Powell is a hustler and reports a good spring trade.

Stephen Rau, Weidman, is erecting a new store building to be used as a hardware store, to cost about \$4,000. Mr. Rau reports a fine spring trade.

A. Blumenau, Whittemore, is erecting a new building to be used as a general store, at a cost of about \$6,000. This is to replace the one destroyed by fire last winter.

M. Fanning, Harrison, is building an addition to his general store, to be used for hardware and furniture, to cost about \$4,000. Mr. Fanning is one of the old business men of Harrison and reports a good trade.

J. Ames, Sterling, is building an addition to his general store, to be used for hardware, and reports a fine trade.

The Bridgeport Farmers' Supply Co., capitalized at \$10,000, of which \$4,000 has been equally paid in, filed articles of association with the Coun-

"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

## Always Reliable

# Phipps, Penoyer & Co.

Wholesale Grocers

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.



## 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.



# Saginaw

ty Clerk last Wednesday and the company will buy and sell coal, deal in grains, seeds and machinery. There are 1,000 shares, owned by the following: Noah E. Beach, 900; W. J. DeHart, 20; Frank A. Krause, 20; Leonard Shreve, 30, all of Bridgeport, and Minnie M. Mullholand, of Saginaw, 10 shares.

### Notes and Gossip.

The freight houses of the Pere Marquette, Michigan Central and Grand Trunk railroads have adopted the Saturday afternoon closing habit, shutting down receipts at noon. This will be continued through June, July and August.

A straw vote is being taken of Board of Trade members on the reciprocity question. Secretary Joseph P. Tracy has mailed circular letters, enclosing a blank form of ballot to each member, with a request for immediate response, so that the result may be made known to Michigan's congressional delegation before action is finally taken at Washington.

The Executive Committee of the Wholesalers' and Manufacturers' Association has changed the dates for the fourth annual Industrial Exposition from September 29 to Oct. 8, to Sept. 22-30. This is done to avoid conflicting dates for the auditorium, in which the Exposition is held.

Directors of the Board of Trade have appropriated \$1,000 for a publicity campaign for Saginaw, the Committee on Statistics and Publication to have charge of the work. A boosters' book, entitled "Saginaw," containing a manual history of the city, 1911 year book of the Board, complete list of the industries in operation here, and general matter pertaining to business and wholesale establishments, as well as a description of the city and its advantages in respect to location, transportation and government will be published.

### Cut Glass Factory.

A new factory is being installed here to manufacture cut glass, the investment being \$100,000, and 100 skilled hands being employed at the start. Premises on North Franklin street, formerly occupied by the Pomeroy cracker factory, have been secured and are being equipped for the new departure. The concern has another factory in operation at Walkerton, Ind. Officers of the company are:

President—J. F. V. Roseen, Chicago.

Vice-President and General Manager—O. W. Eckland, Chicago.

Secretary—N. W. Erickson, Chicago.

Treasurer—H. T. Roseen, Walkerton, Ind.

### Trade Visitors.

Among the trade visitors to the city during the week were: S. D. Andrews, St. Charles; C. P. Miller, Montrose; M. Wood, of Poyer & Wood, New Lothrop; Geo. L. Baker, Burt; C. A. Stockmeyer, Caseville; M. Bodfish, Coleman; H. L. Hetts, New Lothrop; C. K. Hathaway, Davison; J. W. Morrison, Bay City; Andrew Telfer, Bay City; H. G. Leonard and son, of Coe.

### Sounded Like a Warning.

Mrs. Jones' favorite warning to her young progeny when they were in mischief was that she would 'tend to them in a minute. "Tending" was accomplished by applying her open hand where it would do the most good. When Harry was 4 years old he was sent for the first time around the corner to the grocery. In a few minutes he came trotting soberly back with the nickel still in his hand, but no bag of onions.

"What's the matter?" asked his mother.

"I'm 'fraid of the man," he said, solemnly.

"Oh, he won't hurt you," reassured Mrs. Jones. "Run along and bring the onions. I'm in a hurry for them."

A second time Harry disappeared around the corner, and a second time returned without his purchase.

"I'm afraid of the grocer man," he explained, as before.

"Well, what makes you afraid of him?" demanded his mother, impatiently.

"Why," answered the little fellow, "bofe times when I goed in he looked at me, and said, 'I'll 'tend to you in a minute.'"

### Epigrams.

We help ourselves when we help others.

You can not escape difficulties by avoiding religion.

There are no self-made men. We are what we are made by others.

If I can touch one human heart for good, I have not spoken in vain.

If a man waits until he himself is perfect before helping others, he will never help anybody.

Man has a mind and a soul, and the mind is greater than the man and the soul is greater than the mind.

The man who stops to calculate how much good will come to him out of the good he does, will never do any good. W. J. Bryan.

Do you not feel sorry for a man who has not sense enough to make a fool of himself occasionally?



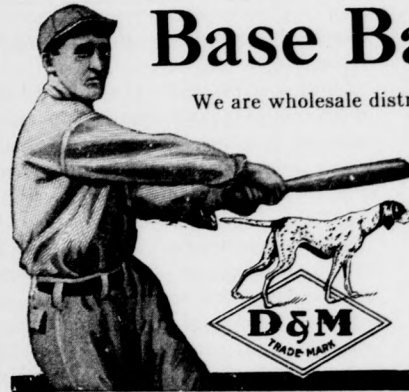
# Valley Sweets

L. A. Burrows, President  
George F. Dice, V. Pres & Mgr.  
J. W. Johnson Sec'y & Treas.

STANDARD OF QUALITY IN CANDY

Find out about our 5c specialties

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.

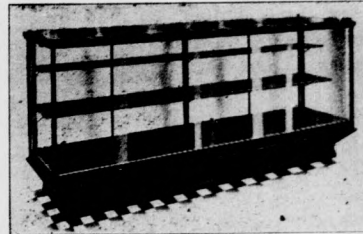
# SAGINAW HARDWARE

INCORPORATED 1890  
ESTABLISHED 1863

Wholesale Hardware

Mill Supplies, Machinist Tools, Paints and Oils

SAGINAW, MICH. 202 SO. HAMILTON ST.



No. 81 Display Case



No. 84 Cigar Case

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

## SAGINAW MILLING CO.

SAGINAW, MICHIGAN

Samico, Uncle Sam, Upper Crust, King K, Blue Bird Flours

Mill Feeds, Seeds and Grains

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



Buy Your Coffee in a Package  
It is Clean

# Buy MO-KA

It is both Good and Clean

The best retailers in Michigan sell it

## 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



### Must Have the Qualities of Leadership to Lead.

My judgment jumped the track last month in a blunder that cost this company a good many thousand dollars.

I put the wrong man in as manager of one of our branch offices.

We'll label him Smith for the purpose of this talk.

Smith had been one of the brightest stars in our galaxy of brilliant salesmen—the boast of his district—the pride and pet of his manager.

He could sell more goods in less time than any three other salesmen working out of that office. Got to be so good that the manager put him on a five-figure salary and had him make a specialty of helping the other boys out with tough prospects that they couldn't land alone.

Smith's arrival on the scene where another salesman had lost out was like Sheridan's famous ride to Winchester. His presence on the battle field was all that was needed to save the day.

He had had so much success going up against hard propositions that I thought managing a branch office would be easy for him.

That's where I missed my alley.

The branch office that we turned over to him did the poorest month's business that had ever been chalked up against it for two years.

When the month was over and the returns were all in, Smith came in too in the wake of them. We talked things over, and I learned what had happened.

"You see, it was this way," said Smith. "I had known every man in that bunch since the year one. They had all been pals of mine at one time or another. I had chummed around and had been a good fellow with all of them—lived with 'em—eaten with 'em—gone to the show with 'em—lent 'em money and borrowed money from 'em. I couldn't turn around and assume a dictatorial attitude all of a sudden. They knew all the jokes on me—every man of 'em could spring a dozen good old cracks at a moment's notice. I tried to be a good fellow for a couple of weeks and not exert any authority. I didn't want to seem fresh or swelled up about my new job. But they soldiered so much on me that I finally got sore. Then I exploded—jumped on 'em good and hard—handed 'em the hottest shot I had in the locker. Well, that didn't do any good. Some of 'em only laughed at me—the rest got sore in their turn and balked like mules. I can't do anything with a bunch like that. Give me my sample case and put me back in my old job.

I've had enough of this managing game."

Smith got his wish. I put him back in his old job, and charged up a big item of loss to "experience."

I've accumulated a lot of experience that has cost me money.

Smith's explanation showed that he had no conception of the real meaning of the word management.

Our salesmen of today will be our managers of tomorrow. We don't want any of them, when they receive promotion, to make the mistakes Smith made. We don't want any of them, if they have this conception of management to hold on to it any longer, as they work for advancement in this company. And we don't want any of our present managers to harbor any such conception of management.

Every man who is advanced to a position of authority over men who have been his fellow workers is confronted by one of two dangers.

The first danger is that he will overexert his authority. The second danger is that he will not exercise it at all.

Smith made the second blunder first, and the first blunder second.

He came into his new job like a lamb—and went out like a lion.

He catered to every whim of his men the first two weeks—and stormed abuse at them like a Mississippi mule-driver the last two.

He was not the kind of a fellow, when he took his new position, to derive any satisfaction from shutting his eyes and imagining his former comrades in the posture and garb of galley slaves—and himself arrayed in purple. On the contrary, he was so blamed afraid to seem undemocratic that he made a regular managerial doormat of himself. He was so shy of seeming to want to give orders that he scarcely ventured even to make a request.

And some of the boys accommodated themselves to his deprecatory spirit by walking all over him—in the utmost friendliness, of course.

Smith thought that all the boys knew him so well and liked him so thoroughly that they'd bust themselves to make a showing for him without a word from him. And some of them did. But every group of men has its irresponsible members. Some of the boys thought Smith knew them so well and liked them so thoroughly that they might just as well profit a little by the situation.

"Old Mort" Smith, they reasoned, would never be the one to put up a holler if they eased up a bit. Two or three took advantage of their

stand-in to duck away for a vacation before the regular season. Half a dozen heavily overdraw their commission accounts at the office. Some of the others cut down their itinerary and made only two-thirds of the number of towns on their routes that they'd have had to make if old Jenkins, the former manager, had still been in charge.

They knew that "Old Mort" would accept anything in the way of an excuse, from that old moss-grown, dying-grandmother jest to the alleged law-suit requiring a few days' absence from work, which was first used as a labor-saving device by the Phoenicians some thousands of years ago. Any old bluff went with "Mort." So they took down some of the most venerable old moth-eaten bluffs on the shelves, brushed the dust off them and handed them to Smith in the limit quantity.

They had no wish to hurt Smith's standing with the house. Not at all. In fact, they all liked him. But he had let down the bars himself, and it was not in them, since the bars were down, to resist the extremely natural temptation to skip over them.

So they skipped. And Smith paid the piper-later.

Now I believe in cordial personal relations between a manager and his salesmen. A salesman is just as much of a man as a manager—often more of a man in his personal worth, culture and refinement. This is a democratic country; we don't stand for any pomposity, top-loftiness or condescending airs from men who are a move or two above us in business. But if we are to have business relations with men we must respect those business relations.

When a manager is put in charge of an office he is supposed to direct the movements of the men working out of that office. He is responsible to the company for the conduct of that office and the success of those men. He is also responsible to his men for not wasting or misdirecting the sum of their energy. If he doesn't get from them the best work of which they are capable he is squandering what rightfully belongs to them and to the company—that is, the potential value of their services.

He should do everything in his power to keep his men. The more he sympathizes with them in their troubles—the more he appreciates their difficulties—the more active aid and encouragement he gives them—the better service he is rendering them and the company. But when, in order to be a "good fellow," he winks at their shortcomings, excuses their weaknesses and encourages their inefficiency and lack of effort, weakly accepting their excuses—when he does this he is false to his men—false to his company and false to himself. He betrays all three parties.

A man's weaknesses are his enemies, and any one who helps him overcome them is his friend. Any one who encourages them is merely an additional enemy that he has to fight.

The best help that can be given to

a man is to help him help himself. No one who has the red blood of real manhood in his veins will accept any other kind of help.

Philanthropists and folks who have busied themselves with the sociological problem will tell you that the wholesale giving away of alms is a form of prostitution. It makes the needy needier next time. It crushes their independence and capacity—their ability to provide for themselves.

"Give me fuel and potatoes and shelter," wails the beggar on the corner. "I'm out of work and cannot get the things I need."

So long as these benefits are accorded to him for the asking, he won't recognize the need of working; he will never know that half the value of material things is the material comfort or convenience they afford, and that the more essential half is the contentment and exultation in being able to say: "These I procured in return for my labor. I have abilities which command their price. I am carrying my portion of the world's load. I am a man among men."

Give the mendicant a chance to earn such necessities—put him to work—and you have not only relieved his pressing need, but you have given him two things—pride and independence—that are far and away better for him than cast-off clothes, a cubby-hole to sleep in, and an interminable succession of "charity" meals.

The salesman who continually applies to his manager for special favors or exemption from the conditions that other salesmen face on the score of personal friendship, is a good deal like the beggar who applies for alms on the score of charity—like the Russian noble who seeks exemption from military service on the score of his nobility—like the "good little boy" at school who endeavors to sneak out of his exams, and to get "let off" when he flunks in recitations, on the score of being the "teacher's pet."

If the prince chap felt that because of his nobility he ought to serve his country more substantially, to run greater risks for her and to endure greater hardships on her account than the common clod-hopper whose service is a matter of compulsion, he would have some occasion to congratulate himself on being a noble.

If the school boy felt that because his instructor delighted in him he had therefore less excuse to bring discredit upon that instructor by flunking in his exams, the name of "teachers pet" would not be so cover-

## 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.

ed with opprobrium in the minds of school boys who have no stand-in with the teacher.

If all salesmen felt that because their managers liked and trusted them there existed all the more reason for plugging hard, there would be a greater number of such friendships between managers and men, and these friendships would be generally more profitable.

The salesman who brags about what a stand-in he has with the main squeeze, should tumble to the fact that this alone is enough to ruin him if he isn't mighty careful. If it makes him a leaner instead of a lifter, a sponge instead of a support, if it hamstring his ambition to amount to something on his own account, he had better go into mourning and erect a marble monument bearing the inscription: "The Man I Might Have Been."

Any loafer I meet on the street corner can stand up to the bar and be a "good fellow" with me. But it isn't every man who has the ability or the desire to help me make a stronger or more able fellow of myself.

A manager can be a good fellow and at the same time meet his obligations to his company if he has common sense.

A parent doesn't necessarily have to be perpetually flourishing a slipper in order to obtain implicit obedience in his household. On the other hand the parent who is everlastingly goo-gooing in a child's ear, shedding tears over a stubbed toe, and assuring little Willie when the cat scratches him that he has divine license to yank the cat's tail if he wants to, is likely to develop little Willie in time into a boorish loafer of a man unable to govern himself or submit to the government of others.

"I was spoiled" will be the grown-up child's excuse, and he will lay his failure in life at the door of the doting imbecile who granted him license to yank the cat's tail and do a lot of other things that weren't good for him.

"I was spoiled" has been the excuse of kings and of nations who failed to make good and retain their place among the world's powers, because there was nobody to slam down the brakes and enforce a little salutary discipline. First there was Babylonia, and then Rome and then monarchical France whose old nobility went plumb over the falls as a result of being spoiled by too much license. Each of these governments considered itself the darling of the gods—thought it had a stand-in with the Powers that be—and just sat down and shirked its responsibilities in consequence. History fully describes the cataclysms that ensued in every case.

Every leader of men must be fair to his men, but it is a mistaken notion to think that he should not hold them up to the line. It is a mistaken notion to think that a manager's men will like him better for permitting them to fall off in their efficiency under him. The best loved officers in the army are not the slip-

shod easy-going slippers and sliders who permit their men to slouch through their drills, and send them unprepared to meet the enemy.

You show me a soldier's idol and I'll show you a Grant or a Lord Roberts or a Roosevelt—a leader who does his duty himself, and expects his men to do theirs—a clean-cut, frank and fair officer who respects his men and their positions, and expects them to respect him and his position—who realizes that he and they are not out on a campaign for fun—merely to pass the time away, but to raise hob with the enemy and do their level best to advance the interests of their common cause—an officer who gives no commands except those that are necessary, but when he gives a command sees that that command is obeyed—an officer so patiently filled with enthusiasm and loyal devotion to his cause that it dignifies the least of all his acts—an officer who comes up to the scratch himself in all the duties of a soldier and expects his men to be right there on the scratch with him.

That's the kind of leader the soldiers invent rough nicknames for as a token of their love and cheer, like Indians, whenever he rides out where the lines are forming.

They admire him because he's a man—and because he assumes that they are men and expects men's service from them.

It's the same in business. If you want to lead men successfully you must have the qualities of a leader.

You must be sympathetic—but inspiring. You must be patient—but firm. You must be fair—but in dead earnest. You must feel the responsibilities resting upon you, and make your men realize the responsibilities that rest on them. You and they owe a common duty to each other and to your company. W. C. Holman.

#### Gripsack Brigade.

W. J. McCloud has been added to the sales force of the Traverse City Shoe Co.

Marshall Statesman: Wm. Connor, who has been seriously ill, is gradually improving. He is able to sit up for a few hours each day. His many friends will be glad to learn that he is getting along so nicely.

Owosso Times: James J. Brown, who has been in charge of Stephan's cigar store for three years, has resigned, and will accept his former position with the Iroquois Cigar Co., of Flint, as traveling salesman.

Through an error somewhere, some of the local members of the U. C. T. failed to receive invitations to the Grand Council meeting this week. The Muskegon boys want it understood that all members are invited and will be received with open arms and warm hearts.

A Plainwell correspondent writes. V. J. Cairns has a situation with the Searle Whip Co., manufacturer of whips and lashes at Westfield, Mass., and will travel in this section of the country for the present. He thus severs connection with the business of his father, where he had been engaged most of the time for the past four years.

The system of determining credits has so adjusted itself to present business conditions that instead of being as it formerly was—a sort of commercial quarantine and necessarily abhorrent to the customer—it is now looked upon by him as an aid and protection. It is the duty of every salesman to take the same attitude toward the credit department and to co-operate with it instead of resenting its judgments or impeding its work by espousing the grudges which some customers may harbor for it. If an occasional injustice is done by the credit man, do not blame the whole system in general; do not consider that injustice as a matter of course since it emanated from the credit man, but use good generalship in straightening that particular difficulty out; do not allow it to be imputed to the creditman that he is willfully wrong or illiberal. Remember that opposition to the credit department is a clog to good salesmanship, while co-operation with it brings the best results.

#### Six Death Benefits Ordered Paid.

Lansing, June 5—The second quarterly meeting of the Board of Directors of the Michigan Knights of the Grip was held at the office of the Secretary, F. M. Ackerman, this city, June 3, and was called to order by the President, J. C. Wittliff.

Roll call found all members present except Brother H. P. Goppelt, who is at present on a visit to Europe.

Minutes of the last meeting were read and approved, after which they took up the usual routine business.

The Secretary's report showed total receipts received since last meeting of \$2,286.50.

The Treasurer's report found total cash on hand to be \$4,436.81. Notwithstanding fourteen of our brothers have been called to take the long journey from whence no traveler returns, our membership has increased, which equals our death losses and a few lapses.

Resolutions were received in reference to the next annual convention, but after some discussion by the Board the matter was deferred until the next Board meeting, Sept. 2.

The Board of Directors was much pleased with the issue of the Grip-let, which was gotten up by our worthy President, J. C. Wittliff, and it was moved and supported that the Grip-let be adopted and issued quarterly hereafter.

The following death claims of \$500 each were allowed and orders drawn on the Treasurer for the payment of same:

Louis H. Johnson, F. E. Higgins, H. W. Beckrow, Hector McDonald, John F. Shaw and Frank W. Leslie.

The committee appointed at the last annual convention to look into the matter of a sick benefit addition to the M. K. of G. held a meeting on Friday evening. It will be ready to make its report to the Board of Directors at the next meeting.

Much enthusiasm for the good of the order was shown by all the members present, and they were all very enthusiastic, still pushing for our

grand old organization, which has done so much to benefit the commercial traveler.

F. M. Ackerman, Sec'y.

#### The Boys Behind the Counter.

Sturgis—Murel Jackson has ended his work in the Tobey Drug Store and gone to his new home in Hudson. His successor is C. N. Ware, of Elsie.

Cadillac—William P. Stoffel, of Cedar Rapids, Iowa, has taken a position with H. Drebin, the dry goods man, as manager of Mr. Drebin's ready-to-wear department.

Benton Harbor—Karl Braman has resigned his position with the Wm. Chapman Jewelry Co., with whom he has been connected for several years, and has gone to Chicago, where he has secured a position with Rowe Bros., jewelers, located on East Washington street.

Marquette—Will C. Brown, formerly manager for Paine, Webber & Co., in this city, who went from here to Duluth to take a similar position, has taken a position as manager of the Glass Block store, one of the largest and most progressive mercantile establishments of that city.

Battle Creek—Jay Potts, who for some time has been window trimmer for "The Butcher Shop," has gone to Kalamazoo. He will remain about two weeks as the guest of his parents before leaving for Bay City, where he has accepted a position with the Kuppenheimer Co., of that city. Mr. Potts is succeeded by Ralph Thompson, of this city.

Holland—Peter Van Kolken, for the past seven years employed by the Van Ark Furniture Co., has severed his connection with that firm and will follow the same line of work in Kalamazoo, where he will be employed by Brusse & Vanderveen, when they start their new store there in July. Mr. Van Kolken is as well acquainted with the furniture business as any man in Holland, having been in it for the past twelve years.

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

Buffalo, June 7 — Creamery, 19@22½c; dairy, 16@20c; poor, all kinds, 12@15c.

Eggs—Fancy, 17@18c; choice, 15@16c.

Live Poultry — Fowls, 14@14½c; ducks, 16@17c; turkeys, 14@16c; broilers, 25@30c.

Beans — Marrow, \$2.35@2.40; medium, \$2.10; pea, \$2.10; red kidney, \$3.25; white kidney, \$2.50.

Potatoes—50@60c per bu.

Rea & Witzig.

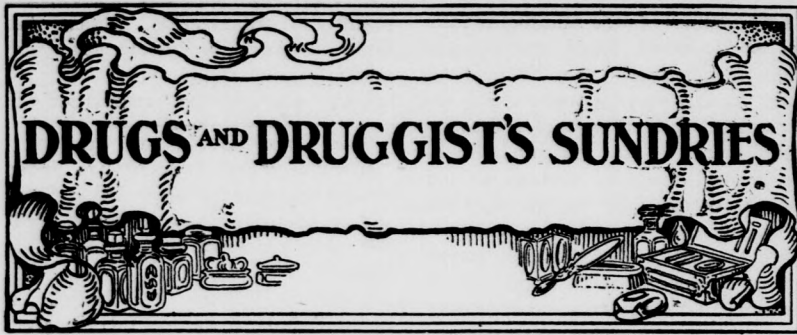
Allegan—The White bakery and Bracelin grocery were sold this week to Simon and Gerrit Dykstra and the latter have arranged to take possession at once.

#### A Wasted Effort.

"Help, help, I'm drowning!" cried the young woman at the seashore.

"We're all married men here," shouted one of the crowd on the beach.

"Never mind, then," replied the young woman. "I'll get to shore myself."



**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. Faneckboner.  
 Secretary—Wm. H. Tibbs.  
 Treasurer—Rolland Clark.

**Executive Committee—Wm. Outgley, Chairman; Henry Riechel, Theron Forbes.**

#### TOILET PREPARATIONS.

##### Pushing Goods of Your Own Manufacture.\*

I will have to admit that I am not writing on this topic because I felt that I have been more successful than other druggists along this line, but because this topic was assigned to me at the last meeting. Yet I am willing to state the results of my experience as a basis for your discussion.

My reasons for pushing my own preparations are purely selfish, I assure you. I have no great discoveries which I feel in duty bound to distribute to suffering humanity. I have only a desire to sell some things that can be sold by no one else, that must be purchased at my store, that will, therefore, bring people to my store if they like and want them and that, being of high quality, shall advertise to the users my skill as a dispenser of things pharmaceutical. This being the case, quality is of first importance. My cold cream must be as good as the best, so that my clerks and I can look a lady in the eye and say, "Madam, this is a good cold cream. It is made of the very purest materials. It will not turn rancid. It is of delightful consistency and I am sure that you will like it." If it is good, the lady will want more; will recommend it to her friends and will come to me for other things. A preparation which is not a repeater is a waste of time and energy and, if recommended by you,

\*Paper read at annual convention Michigan State Pharmaceutical Association, by E. E. Calkins, of Ann Arbor.

gives the lie to what you tell your customer about it.

The package is next in importance. A cold cream jar which is not convenient to open and close or which is so deep that the contents can not easily be taken from the bottom will prevent future sales. A package which is not neat in appearance is not wanted on the dressing table. A tin can may do for use behind the scenes at a theater, but for home use the neatest, daintiest package you can find is not too good.

In my experience I have not found it necessary to use a carton. A package is to be shipped from factory to retailer and be carried long upon the shelf may need this protection, but your own packages should always have a new, fresh appearance, as though they had not been made long enough to accumulate dust. Better put the cost of the carton into the lithographed label or the jar—or keep it yourself.

There are many ways of pushing your own preparations. First and foremost is personal push and salesmanship. Second, the active co-operation of your clerks, secured by commissions or otherwise. Third, prominent display in the store, not necessarily in large quantities, but so placed that the customer must see it and with price-card attached. Fourth, window displays and placards. Fifth, frequent mention in your newspaper advertisements. Sixth, folders for enclosure with packages and monthly statements or for distribution to select mailing lists. Seventh, gifts to customers of full size packages when they make purchases or pay their accounts. Eighth, by the distribution of small samples. If samples of your preparation will not help to sell it, there is something wrong with it. Many a time a customer will say, "Oh, yes, I had a sample of that. I will take it." Ninth, by using it as a leader at a cut price for one or more days, either alone or in combination with staple articles. Special sales always appeal to women.

Will it pay? Yes, it will, even if you spend all your profits on the article in introducing it as outlined above. You can talk quality in prescription work, but you can not prove it. You can talk quality in advertised goods, but your competitor has them, too. But when you talk quality of your own preparations and your customer finds that your claims are true, you have made an impression upon her mind that will make her think of you when she wants quality. Often those things which are not directly profitable are so indirectly.

Very few of you can point to a newspaper advertisement that sold enough goods for you to pay the cost of the advertisement, but advertising does help your business, and the greatest businesses are built upon advertising. Just so it pays to push certain toilet specialties for the sake of indirect effect upon your business.

Direct profits should also be produced. Surely your own preparations need not cost you two, four and eight dollars, even if they are as good as others that cost you that much.

#### Powdered Onions.

The use of the onion as a condiment is more appreciated in Germany and other European countries than with us, and a common form of its employment, that may give a new idea to American manufacturers, is to be found in the preparation of onion powders. These are made by drying the onions and then reducing them to powder by suitable means, thus giving a more concentrated article. The *Konserven-Zeitung* states certain precautions to be observed, as follows:

"Dried onions can not be made into powder in a mill too closely set. A close set mill becomes heated. In this way the ware becomes hot, and through the heating of the onions lumpy masses are formed, particularly when they have not been sufficiently dried. Onion powder can only be made in this way when a sieve is attached to the mill to remove the lumpy materials from the powder.

"Under no conditions should an iron mill be used in grinding onions if it is desired to obtain a powder free from objections, otherwise the product may contain a glutinous material resulting from the rubbing and the production of heat in its preparation. The dried and cut onions may be pressed between linen cloth, still further dried, and thoroughly pounded in a mortar.

"Trouble is often experienced in onion powders by proper precautions not having been taken with regard to moisture. Before grinding, the material must be sufficiently dry, otherwise it will produce in the mill a caky mass and not a powder.

"The onion powder should be placed immediately in ground glass stoppered vessels after it leaves the mill."

#### The Drug Market.

Opium, Quinine and Morphine—Are steady.

Rochelle Salts—Have advanced.

Seidlitz Mixture—Is higher.

Oil Bergamot—Has advanced.

Asafoetida—Has declined.

Gum Camphor—Is slightly lower.

Oil Lemon—Has advanced.

Oil Orange—Has advanced.

Celery Seed—Is higher.

#### Early and Late.

The sound of your hammer at 5 in the morning or at 9 at night, heard by a creditor, makes him easy six months longer; but if he sees you at a billiard table or hears your voice at a tavern, when you should be at work, he sends for his money the next day.

Benjamin Franklin.

#### What Michigan Cities Are Doing.

Written for the Tradesman.

Muskegon is making steady progress as an industrial center, the latest industry secured being a harness factory employing eighty men.

Traverse City is preparing for the State Reunion of Elks, to be held June 7-9, and the B. P. O. E. members may be assured of having the time of their lives in this progressive Northern city.

For every dollar that St. Joseph can raise for advertising purposes the Pere Marquette Railroad offers to contribute just as much more, the fund being used to attract people to that city this summer.

The Flint Board of Commerce is seeking to secure for that city the proposed Durant-Chevrolet automobile factory, which, it has been announced, might locate in Detroit.

Battle Creek has the figures to show that there are nine million meals in the daily output of its breakfast food factories, indicating that one person out of every ten in the United States is fed by that city.

The Southern Michigan and Northern Indiana State Fair will be held at Kalamazoo Sept. 4-8.

The Muskegon Chamber of Commerce hopes to reach the 500 mark in its membership campaign by June 15.

Manistee is hoping that the long-delayed harbor improvements will be started by the Government soon.

A New York concern, employing 300 hands in the manufacture of women's ready-to-wear goods, has Big Rapids in view as a point for locating a branch factory. The company complains of union labor troubles and asserts that operators of plants are no longer bosses of their own establishments. They can not discharge a man for inefficiency without incurring the displeasure of the union and the union regulates the price of the article more than do the makers.

The Adrian Industrial Association has an active membership of 107 and President Joslin has named committees to hustle for an increase to 250 at least.

Battle Creek has a smoke nuisance ordinance, which becomes effective Sept. 1, and several of the large manufacturing concerns there have already installed consumers.

The proposed milk ordinance at Kalamazoo will require the bottling of all milk sold in quantities of less than a gallon and the smaller dealers are fighting the measure, declaring that it will drive many of them out of business.

Escanaba is preparing to celebrate July 3 and 4, Home-Coming Day being observed on Monday, July 3.

Battle Creek will install thirty clusters of five large Tungsten lights along Main street, and it is expected that the system will be extended until the entire downtown district will be brilliantly illuminated.

Adrian's promising new industry, the milk condensery, has started operations.

Ypsilanti is making plans to entertain the State G. A. R. encampment June 21-23. Almond Griffen.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, categorized by type such as Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including Lupulin, Lycopodium, Macis, Magnesia, Mannia S. F., Menthol, Morphia, Myrrh, Nux Vomica, Os Sepia, Pepsin, P D Co., P D Co. doz, Pyrethrum, Quina, Quina S P & W, Rubia Tinctorum, Saccharum La's, Salacin, Sanguis Drac's, Sapo, Sapo M, Sapo W, Seidlitz Mixture, Sinapis, Sinapis opt, Snuff, Maccaboy, De Voes, Snuff, S'h DeVo's, Soda, Boras, Soda et Pot's Tart, Soda, Carb, Soda, Bi-Carb, Soda, Ash, Soda, Sulphas, Spts, Cologne, Spts, Ether Co, Spts, Myrcia, Spts, Vini Rect bbl, Spts, Vi'l Rect 1/2 b, Spts, Vi'l R't 10 gl, Spts, Vi'l R't 5 gl, Strychnia Cryst'l, Sulphur, Roll, Quassiae, Sulphur Subl, Tamarinds, Terenbenth Venice, Thebromia, Vanilla, and Zinc Sulph.



Our New Home

Corner Oakes and Commerce
Only 300 feet from Union Depot
Greater Number of Employes
Larger Stock
Modern Facilities
We ship orders the day received
We invite all our customers and friends to make our store their headquarters during Merchants Week, May 31, June 1 and 2.
Hazeltine & Perkins Drug Co. Grand Rapids, Mich.



Who Pays for Our Advertising?

ANSWER: Neither the dealer nor his customers

By the growth of our business through advertising we save enough in cost of salesmen, superintendence, rents, interest and use of our plant to cover most of, if not all, our advertising bills. This advertising makes it easy to sell

LOWNEY'S COCOA AND PREMIUM CHOCOLATE for BAKING

All LOWNEY'S products are superfine, pay a good profit and are easy to sell.



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.

Table with columns: ADVANCED, DECLINED, and Rice. Items include Breakfast Food, Green Hides, Salmon, etc.

Index to Markets

Table with columns: By Columns, A, B, C, D, F, G, J, M, N, O, P, S, T, V, W, Y. Lists various market items like Ammonia, Axle Grease, Baked Beans, etc.

Table with columns: 1, 2. Lists various goods under categories like Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, etc.

Table with columns: 3, 4, 5. Lists various goods under categories like Chewing Gum, Confections, Sweet Goods, Chicory, Chocolate, Cider, Sweet, Clothes Lines, Cocoa, Cocoanut, Coffee, Roasted, etc.

6

Royal Toast, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit, Soda Crackers N. B. C., Soda Crackers Select, S. S. Butter Crackers, Uneeda Biscuit, Uneeda Jinjer Wayfer, Uneeda Lunch Biscuit, Vanilla Wafers, Water Thin Biscuit, Zu Zu Ginger Snaps, Zwieback, In Special Tin Packages, Festino, Nabisco, Nabisco, Champagne wafer, Sorbetto, Nabisco, Festino, Bent's Water Crackers.

CREAM TARTAR, Barrels or drums, Boxes, Square cans, Fancy caddies.

DRIED FRUITS

Sundried Apples, Evaporated Apples, Apricots, California, Corsican, Currants, Imported bulk, Lemon American, Orange American, Raisins, Connosiar Cluster, Dessert Cluster, Loose Muscatels, L. M. Seeded, L. M. Seeded, California Prunes, L. M. Seeded, Sultanas, 100-125 25lb. boxes, 90-100 25lb. boxes, 80-90 25lb. boxes, 70-80 25lb. boxes, 60-70 25lb. boxes, 50-60 25lb. boxes, 40-50 25lb. boxes, 1/4 c less in 50lb. cases.

FARINACEOUS GOODS

Beans, Dried Lima, Med. Hand Picked, Brown Holland, Farina, 25 lb. packages, Bulk, Original Holland Rusk, Packed 12 rolls to container, 3 containers (36 rolls), 5 containers (60 rolls), Hominy, Pearl, 100 lb. sack, Maccaroni and Vermicelli, Domestic, 10 lb. box, Imported, 25 lb. box, Pearl Barley, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., Sage, East India, German, sacks, German, broken pkg., Tapioca, Flake, 100 lb. sacks, Pearl, 36 pkgs., Minute, 36 pkgs.

FISHING TACKLE

1/4 to 1 in., 1/4 to 2 in., 1/2 to 2 in., 1 1/2 to 2 in., 2 in., Cotton Lines, No. 1, 10 feet, No. 2, 15 feet, No. 3, 15 feet, No. 4, 15 feet, No. 5, 15 feet, No. 6, 15 feet, No. 7, 15 feet, No. 8, 15 feet, No. 9, 15 feet, Linen Lines, Small, Medium, Large, Poles, Bamboo, 14 ft., per doz., Bamboo, 16 ft., per doz., Bamboo, 18 ft., per doz.

FLAVORING EXTRACTS

Foote & Jenks, Coleman Vanilla, No. 2 size, No. 4 size, No. 3 size, No. 8 size, Coleman Terp. Lemon, No. 2 size, No. 4 size, No. 3 size, No. 8 size, Hoyle Scratch Feed.

7

Jaxon Mexican Vanilla, 1 oz. oval, 2 oz. oval, 4 oz. flat, 8 oz. flat, Jaxon Terp. Lemon, 1 oz. oval, 2 oz. oval, 4 oz. flat, 8 oz. flat, Jennings (D. C. Brand), Terpeness Extract Lemon, No. 2 Panel, per doz., No. 4 Panel, per doz., No. 6 Panel, per doz., No. 3 Taper, per doz., 2 oz. Full Measure doz., 4 oz. Full Measure doz., Jennings (D. C. Brand), Extract Vanilla, No. 2 Panel, per doz., No. 4 Panel, per doz., No. 6 Panel, per doz., No. 3 Taper, per doz., 1 oz. Full Measure doz., 2 oz. Full Measure doz., 4 oz. Full Measure doz., No. 2 Panel assorted, Crescen. Mfg. Co., 2 oz. per doz., Michigan Maple Syrup Co., Kalkaska Brand, Maple, 2 oz., per doz.

GELATINE, Cox's, 1 doz. large, Cox's, 1 doz. small, Knox's Sparkling, Knox's Sparkling, gr., Nelson's, Knox's Acidu'd. doz., Oxford, Plymouth Rock Phos., Plymouth Rock, Plain, GRAIN BAGS, Amoskeag, 100 in bale, Amoskeag, less than bl.

GRAIN AND FLOUR

Wheat, Red, White, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Flour in barrels, 25c per barrel additional, Lemon & Wheeler Co., Big Wonder 1/8s cloth, Big Wonder 1/4s cloth, Worden Grocer Co.'s Brand, Quaker, paper, Quaker, cloth, Wykes & Co., Eclipse, Lemon & Wheeler Co., White Star, 1/8s cloth, White Star, 1/4s cloth, White Star, 1/2s cloth, Worden Grocer Co., American Eagle, Grand Rapids Grain & Milling Co. Brands, Purity, Patent, Seal of Minnesota, Wizard Flour, Wizard Graham, Wizard Gran, Meal, Wizard Buckwheat, Rye, Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, bakers, Wisconsin Rye, Judson Grocer Co.'s Brand, Ceresota, 1/8s, Ceresota, 1/4s, Ceresota, 1/2s, Lemon & Wheeler's Brand, Wingold, 1/8s, Wingold, 1/4s, Wingold, 1/2s, Worden Grocer Co.'s Brand, Laurel, 1/8s cloth, Laurel, 1/4s cloth, Laurel, 1/2s paper, Voigt Milling Co.'s Brand, Voigt's Crescent, Voigt's Flourignt, Voigt's Hygienic, Graham, Voigt's Royal, Wykes & Co., Sleepy Eye, Sleepy Eye, Sleepy Eye, Sleepy Eye, Sleepy Eye, Watson-Higgins Milling Co., Perfection Flour, Tip Top Flour, Golden Sheaf Flour, Marshall's Best Flour, Perfection Buckwheat, Tip Top Buckwheat, Badger Dairy Feed, Alfalfa Horse Feed, Kafir Corn, Hoyle Scratch Feed.

8

Meat

Bolted, Golden Granulated, St. Car Feed screened, No. 1 Corn and Oats, Corn, cracked, Corn Meal, coarse, Winter Wheat Bran, Buffalo Gluten Feed, Dairy Feeds, Wykes & Co., O P Linseed Meal, O P Lazo-Cake-Meal, Cottonseed Meal, Gluten Feed, Brewers' Grains, Hammond Dairy Feed, Alfalfa Meal, Michigan carlots, Less than carlots, Carlots, Less than carlots, Carlots, Hay, Less than carlots, HERBS, Sage, Tops, Laurel Leaves, Senna Leaves, HIDES AND PELTS, Hides, Green, No. 1, Green, No. 2, Cured, No. 1, Cured, No. 2, Calfskin, green, Calfskin, green, Calfskin, cured, Calfskin, cured, Pelts, Old Wool, Lambs, Shearings, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine., HORSE RADISH, Per doz., JELLY, 5lb. pails, per doz., 10lb. pails, per pail, 30lb. pails, per pail, MAPLEINE, 2 oz. bottles, per doz., MINCE MEAT, Per case, MOLASSES, New Orleans, Fancy Open Kettle, Choice, Good, Fair, Half barrels 2c extra, MUSTARD, 1/4 lb. 6 lb. box, OLIVES, Bulk, 1 gal. kegs, Bulk, 2 gal. kegs, Bulk, 5 gal. kegs, Stuffed, 5 oz., Stuffed, 8 oz., Stuffed, 14 oz., Pitted (not stuffed), 14 oz., Manzanilla, 8 oz., Lunch, 10 oz., Lunch, 16 oz., Queen, Mammoth, 19 oz., Queen, Mammoth, 28 oz., Olive Chow, 2 doz. cs, per doz., PICKLES, Beutel's Bottled Pickles, 8 oz., per doz., 10 oz., per doz., 16 oz., per doz., 24 oz., per doz., 32 oz., per doz., Medium, Barrels, 1,200 count, Half bbls., 600 count, 5 gallon kegs, Small, Barrels, Half barrels, 5 gallon kegs, Gherkins, Barrels, Half barrels, 5 gallon kegs, Sweet Small, Barrels, Half barrels, 5 gallon kegs, PIPES, Clay, No. 216, per box, Clay, T. D., full count, Cob, PLAYING CARDS, No. 90 Steamboat, No. 15, Rival, assorted, No. 20, Rover, enam'd, No. 572, Special, No. 98 Golf, satin fin., No. 808 Bicycle, No. 632 Tour'n't whist.

9

POTASH

Babbitt's, PROVISIONS, Barreled Pork, Clear Back, Short Cut, Short Cut Clear, Bean, Brisket, Clear, Pig, Clear Family, Dry Salt Meats, S P Bellies, Lard, Pure in tierces, Compound lard, 80 lb. tubs, 80 lb. tubs, 50 lb. tins, 20 lb. pails, 10 lb. pails, 5 lb. pails, 8 lb. pails, Smoked Meats, Hams, 12 lb. aver., Hams, 14 lb. av., Hams, 16 lb. aver., Skinned Hams, Ham, dried beef sets, California Hams, Picnic Boiled Hams, Boiled Hams, Berlin Ham, pressed, Minced Ham, Bacon, Sausages, Bologna, Liver, Frankfurt, Pork, Veal, Tongue, Headcheese, Beef, Boneless, Rump, new, Pig's Feet, 1/4 bbls., 1/2 bbls., 1 bbl., Tripe, Kits, 15 lbs., 1/4 bbls., 1/2 bbls., 1 bbl., Casings, Hogs, per lb., Beef, rounds, set, Beef, middles, set, Sheep, per bundle, Uncolored Butterine, Solid dairy, Country Rolls, Canned Meats, Corned beef, 2 lb., Corned beef, 1 lb., Roast beef, 2 lb., Roast beef, 1 lb., Potted Ham, Potted Ham, Deviled Ham, Deviled Ham, Potted tongue, Potted tongue, RICE, Fancy, Japan Style, Broken, SALAD DRESSING, Columbia, 1/2 pint, Columbia, 1 pint, Durkee's, large, Durkee's, small, Snider's, large, Snider's, small, SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Deland's, Dwight's Cow, L. P., Standard, Wyandotte, SAL SODA, Granulated, bbls., Granulated, 100 lbs. cs., Granulated, 36 pkgs., SALT, Common Grades, 100 3 lb. sacks, 60 5 lb. sacks, 28 10 1/2 lb. sacks, 56 lb. sacks, 28 lb. sacks, Warsaw, 56 lb. dairy in drill bags, 28 lb. dairy in drill bags, Solar Rock, 56 lb. sacks, Common, Granulated, fine, Medium, fine, SALT FISH, Cod, Large whole, Small, whole, Strips or bricks, Pollock, Halibut, Strips, Chunks, Holland Herring, Y. M. wh. hoop, bbls., Y. M. wh. hoop, 1/2 bbl., Y. M. wh. hoops, kegs, Y. M. wh. hoop Milchers, kegs, Queen, bbls., Queen, 1/2 bbls., Queen, kegs.

10

Trout

No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs., Mackerel, Mess, 100 lbs., Mess, 40 lbs., Mess, 10 lbs., Mess, 8 lbs., No. 1, 100 lbs., No. 1, 40 lbs., No. 1, 10 lbs., No. 1, 8 lbs., Whitefish, 100 lbs., 50 lbs., 10 lbs., 8 lbs., 100 lbs., 40 lbs., 10 lbs., 8 lbs., SEEDS, Anise, Canary, Smyrna, Canary, Cardamom, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, SHOE BLACKING, Handy Box, large 3 dz, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, in bladders, Maccaboy, in jars, French Rappie in jars, SOAP, J. S. Kirk & Co., American Family, Dusky Diamond, Dusky D'nd, Jap Rose, Savon Imperial, White Russian, Lome, oval bars, Satinet, oval, Snowberry, 100 cakes, Proctor & Gamble Co., Lenox, Ivory, 6 oz., Ivory, 10 oz., Star, Lantz Bros. & Co., Acme, 30 bars, 75 lbs., Acme, 25 bars, 75 lbs., Acme, 25 bars, 70 lbs., Acme, 100 cakes, Big Master, 72 blocks, German Mottled, German Mottled, 5 oxs, German Mottled, 10 bx, German Mottled, 25 bx, Marselles, 100 cakes, Marselles, 100 cks 5c, Marselles, 100 ck toll, Marselles, 1/2 bx toilet, A. B. Wrisley, Good Cheer, Old Country, Soap Powders, Snow Boy, 24s family, size, Snow Boy, 60 5c, Snow Boy, 30 10c, Gold Dust, 24 large, Gold Dust, 100-5c, Kirkoline, 24 4lb., Pearline, Soapine, Babbitt's 1776, Roseine, Armour's, Wisdom, Soap Compounds, Johnson's Fine, Johnson's XXX, Nine O'clock, Rub-No-More, Scouring, Enoch Morgan's Sons, Sapolio, gross lots, Sapolio, half gro. lots, Sapolio, single boxes, Sapolio, hand, Scourine Manufacturing Co., Scourine, 50 cakes, Scourine, 100 cakes, SODA, Boxes, English, SPICES, Whole Spices, Allspice, Jamaica, Allspice, large Garden, Cloves, Zanzibar, Cassia, Canton, Cassia, 5c pkg. doz., Ginger, African, 9 1/2, Ginger, Cochinchina, Mace, Penang, Mixed, No. 1, Mixed, No. 2, Mixed, 5c pkgs. doz., Nutmegs, 75-30, Nutmegs, 105-110, Pepper, Black, Pepper, White, Pepper, Cayenne, Paprika, Hungarian, Pure Ground in Bulk, Allspice, Jamaica, Cloves, Zanzibar, Cassia, Canton, Ginger, African, Mace, Penang, Nutmegs, 75-80.

11

Pepper, Black

Pepper, White, Pepper, Cayenne, Paprika, Hungarian, STARCH, Corn, Kingsford, 40 lbs., Muzzy, 20 lb. pkgs., Muzzy, 40 lb. pkgs., Gloss, Kingsford, Silver Gloss, 40 lbs., Silver Gloss, 16 3lbs., Silver Gloss, 12 6lbs., Muzzy, 48 lb. packages, 16 5lb. packages, 12 6lb. packages, 50lb. boxes, SYRUPS, Corn, Barrels, Half barrels, 20lb. cans, 1/2 dz. in cs., 10lb. cans, 1/2 dz. in cs., 5lb. cans, 2 doz. in cs., 2 1/2 lb. cans, 2 dz. in cs., Pure Cane, Fair, Good, Michigan Maple Syrup Co., Brand, Kalkaska, per doz., TABLE SAUCES, Halford, large, Halford, small, TEA, Japan, Sundried, medium, Sundried, choice, Sundried, fancy, Regular, medium, Regular, Choice, Regular, fancy, Basket-fired, medium, Basket-fired, choice, Basket-fired, fancy, Nibs, Siftings, Fannings, Gunpowder, Moyune, medium, Moyune, choice, Moyune, fancy, Pingsuey, medium, Pingsuey, choice, Pingsuey, fancy, Young Hyson, Choice, Fancy, Oolong, Formosa, fancy, Amoy, medium, Amoy, choice, English Breakfast, Medium, Choice, Fancy, India, Ceylon, choice, Fancy, TOBACCO, Fine Cut, Blot, Hiawatha, 16 oz., Hiawatha, 1 oz., No Limit, 7 oz., No Limit, 14 oz., Ojibwa, 16 oz., Ojibwa, 5c pkg., Ojibwa, 5c, Petoskey Chief, 7 oz., Petoskey Chief, 14 oz., Sterling Dark, 5c, Sweet Cuba, 5c, Sweet Cuba, 10c, Sweet Cuba, 1 lb., Sweet Cuba, 16 oz., Sweet Cuba, 1/2 lb., Sweet Burley, 5c, Sweet Mist, 1/2 gr., Sweet Burley, 24 lb. cs, Tiger, 1/2 gross, Tiger, 5c tins, Uncle Daniel, 1 lb., Uncle Daniel, 1 oz., Plug, Am. Navy, 15 oz., Drummond, Nat Leaf, 2 & 5 lb., Drummond Nat. Leaf, per doz., Battle Ax, Bracer, Big Four, Boot Jack, Bullion, 16 oz., Climax Golden Twins, Days Work, Derby, 5 Bros., Gilt Edge, Gold Rope, 7 to 10, Gold Rope, 14 to 16, G. O. P., Granger, Twist, G. T. W., Horse Shoe, Jolly Dip Twist, Jolly Tar, J. T., 8 oz., Keystone Twist, Kismet, Nobby Spun Roll, Parrot, Peachey, Picnic Twist, Piper Heidstick, Redicut, 1 1/2 oz., Red Lion, Sherry Cobbler, 10 oz., Spear Head, 12 oz., Spear Head, 14 1/2 oz., Spear Head, 7 oz.

# Special Price Current

12	13	14
Square Deal ..... 25	Star ..... 43	Standard Navy ..... 34
Ten Penny ..... 28	Town Talk 14 oz. .... 30	Yankee Girl ..... 32
<b>Smoking</b>		
Sweet Core ..... 34	Flat Car ..... 32	Warpath ..... 26
Bamboo, 16 oz. .... 25	I X L, 5lb. .... 27	I X L, 16 oz. pails 31
Honey Dew ..... 40	Gold Block ..... 40	Flagman ..... 40
Chips ..... 33	Kiln Dried ..... 21	Duke's Mixture ..... 40
Duke's Cameo ..... 43	Myrtle Navy ..... 44	Yum Yum, 5c per gro 5 85
Yum Yum, 10c per gro 11 50	Yum, Yum, 1lb. pails 39	Cream ..... 38
Corn Cake, 2 1/2 oz. 26	Corn Cake, 1lb. .... 21	Flow Boy, 1 1/2 oz. 39
Flow Boy, 3 1/2 oz. 45	Peerless, 1 1/2 oz. 39	Air Brake ..... 36
Cant Hook ..... 30	Country Club ..... 32 34	Forex-XXXX ..... 30
Good Indian ..... 26	Self Binder, 16oz. 8oz. 22 22	Silver Foam ..... 24
Sweet Marie ..... 42	Royal Smoke ..... 42	
<b>TWINE</b>		
Cotton, 3 ply ..... 25	Cotton, 4 ply ..... 25	Jute, 2 ply ..... 14
Hemp, 6 ply ..... 13	Flax, medium ..... 24	Wool, 1 lb. bales 8
<b>VINEGAR</b>		
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.
<b>WICKING</b>		
No. 0 per gross ..... 30	No. 1 per gross ..... 40	No. 2 per gross ..... 50
No. 3 per gross ..... 75		
<b>WOODENWARE</b>		
Bushels, ..... 1 00	Bushels, wide band .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
<b>Butter Plates</b>		
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		
<b>Churns</b>		
Barrel, 5 gal., each ..... 2 40	Barrel, 10 gal., each ..... 2 55	
<b>Clothes Pins</b>		
Round Head	4 inch, 5 gross ..... 45	4 1/2 inch, 5 gross ..... 50
Cartons, 20 2 1/2 doz. bxs. 55		
<b>Egg Crates and Fillers</b>		
Humpty Dumpty, 12 dz. 20	No. 1 complete ..... 40	No. 2 complete ..... 28
Case No. 2 fillers, 15 sets ..... 1 35	Case, medium, 12 sets 1 15	
<b>Faucets</b>		
Cork, lined, 8 in. .... 70	Cork, lined, 9 in. .... 80	Cork lined, 10 in. .... 90
<b>Mop Sticks</b>		
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
<b>Pails</b>		
2-hoop Standard ..... 2 00	3-hoop Standard ..... 2 35	2-wire Cable ..... 2 10
Cedar all red brass .1 25	3-wire Cable ..... 2 30	Paper Eureka ..... 2 25
Fibre ..... 2 70		
<b>Toothpicks</b>		
Birch, 100 packages ..... 2 00	Ideal ..... 85	
<b>Traps</b>		
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
<b>Tubs</b>		
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



## 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.

## BAGS New and Second Hand

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

ROY BAKER  
Wm. Alden Smith Building  
Grand Rapids, Mich.

## ELEVATORS

Hand and Power  
For All Purposes  
Also Dumbwaiters  
Sidewalk Hoists  
State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

Sidney Elevator Mfg. Co. :: Sidney, Ohio

## Quick Paper Baler

Is Quick, Simple  
Compact  
Durable and Cheapest  
Costs only \$20. Order today.

Quick Paper Baler Co  
Nashville, 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.

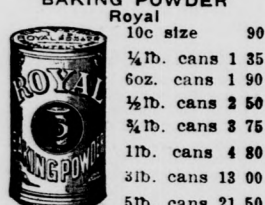
H. M. Reynolds Roofing Co.  
Established 1868  
Grand Rapids, Mich.



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; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.



Mica, tin boxes .75 9 00  
Paragon ..... 55 6 00



**BAKING POWDER**  
Royal  
10c size 90  
1/4 lb. cans 1 35  
6oz. cans 1 90  
1/2 lb. cans 2 50  
3/4 lb. cans 3 75  
1lb. cans 4 80  
3lb. cans 13 00  
5lb. cans 21 50



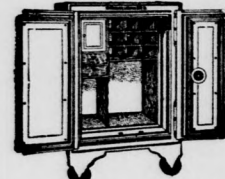
Small size, doz. ....40  
Large size, doz. ....75



**CIGARS**  
Johnson Cigar Co.'s Brand  
S. C. W., 1,000 lots .....31  
El Portana .....33  
Evening Press .....32  
Exemplar .....32  
Worden Grocer Co. Brand  
Ben Hur  
Perfection .....35  
Perfection Extras .....35  
Londres .....35  
Londres Grand .....35  
Standard .....35  
Puritanos .....35  
Panatellas, Flmas .....35  
Panatellas, Bock .....35  
Jockey Club .....35



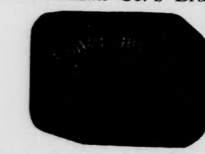
**COCOANUT**  
Baker's Brazil Shredded  
10 5c pkgs., per case 2 60  
16 10c pkgs., per case 2 60  
36 10c and 38 5c pkgs., per case .....2 60



**SAFES**  
Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.



**SOAP**  
Beaver Soap Co.'s Brand  
100 cakes, large size .6 50  
50 cakes, large size .3 25  
100 cakes, small size .3 85  
50 cakes, small size .1 95  
Atlas soap .....3 25



**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 50  
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 continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

For Sale—Good stock and dairy farm of 112 acres in Manistee county, Michigan. Only one-half mile from Copenish, a town with three railroads. Established milk route. Would exchange for desirable Grand Rapids property. Address Ella M. Rogers, Copenish, Mich. 455

For Sale—Finest, best located grocery store and fixtures, city 5,000, Central Michigan county seat, if taken at once. Other business cause for selling. Act quick. No agents need apply. Address 453, care Tradesman. 453

For Sale—Boat house and lease of land on resort lake. Would make fine boat livery. W. L. S., 190 Ann St., Grand Rapids, Michigan. 452

For Sale—Control of prosperous state bank, well located in Northern Michigan carrying the cashiership. Address No. 451, care Tradesman. 451

For Sale—Drugs and fixtures and soda fountain in storage. Will sell cheap for cash. W. C. P., care Tradesman. 163

For Sale—Clean shoe stock in a neat live manufacturing town in Michigan. Population 10,000. Stock invoices about \$4,500, can be reduced. Elegant location, rent reasonable. Must be seen to be appreciated. Good reasons for selling. My residence for sale. No agents. Address No. 450, care Tradesman. 450

For Sale—A stock of up-to-date dry goods, located in Shelby, Oceana county. All new goods, bought since store started in October 1, 1910. Address Geo. H. Nelson, Trustee, Whitehall, Mich. 449

For Sale—Up-to-date grocery business, good county seat town 5,000 population. Cash deal, \$4,000 to \$4,500 stock and fixtures. Best location in the city and largest summer resort in Northern Michigan. If sold must be sold before July 1st. Too busy after that to take inventory. Address E. L. Rose, Petoskey, Mich. 448

## 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—At a bargain, a fifteen room brick hotel in a good town, or will exchange for farm. Address Box 86, Grant, Mich. 448

Business Chance—This is the first time this store has ever been offered for sale. We have an established business of ten years' standing and making money, but on account of ill health of owners, we are offering it for sale. This stock consists of stock of groceries, ice cream and soda fountain and plant for manufacturing ice cream. Located in best town in Southern Michigan, 1,500 population. Address D. & L., care Tradesman. 447

For Sale—Timber, coal and iron lands in the timber and coal belt of Tennessee and Kentucky. Tracts any size to suit the purchaser. Mines in operation. Tell us what you want and we will find it for you. The U. S. Realty Co., Harriman, Tenn. 446

For Sale—Grocery store situated in center of business district in Sturgis. Established business of over forty years. Present owner wishes to retire. Will give lease on store. Address No. 445, care Tradesman. 445

Free—"Investing for Profit" magazine. Send me your name and I will mail you this magazine absolutely free. Before you invest a dollar anywhere, get this magazine. It is worth \$10 a copy to any man who intends to invest \$5 per month. Tells how \$1,000 can grow to \$22,000. How to judge different classes of investments, the real power of your money. This magazine six months free if you write to-day. H. L. Barber, Publisher, 433, 28 W. Jackson Blvd., Chicago. 444

For Sale—My interest in first-class general merchandise and farm implement business in good farming country. Expenses very light. Address No. 442, care Tradesman. 442

For Sale—Best grocery in Michigan about \$3,000. Monthly business, \$2,500. James S. Bicknell, Clare, Mich. 440

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

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 Manton, Michigan, fitted up and used for general merchandise stock. Country settling up fast. Address Good, care Tradesman. 428

For Sale—Grocery stock in good location, town of 40,000. Will sell for half payment of cash and the balance a bankable note. Address No. 427, care Tradesman. 427

Want to buy, spot cash, stock merchandise, shoes, clothing and dry goods. Ralph W. Johnson, 616 Third St., Peoria, Ill. 426

For Sale—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—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

Write us for plans and prices on a rousing ten-days' sale. Address Western Sales Company, Homer, La. 411

MERCHANTS—If you wish to sell your stock for cash, write W. D. Hamilton, Galesburg, Ill. 404

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 1/2, 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 300 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—Registered pharmacist to take charge and run drug store for share of the profits. References required. Address X, care Tradesman. 454

Local Representative Wanted—Splendid income assured right man to act as our representative after learning our business thoroughly by mail. Former experience unnecessary. All we require is honesty, ability, ambition and willingness to learn a lucrative business. No soliciting or traveling. This is an exceptional opportunity for a man in your section to get into a big paying business without capital and become independent for life. Write at once for particulars. Address E. R. Marden, Pres. The National Co-Operative Real Estate Company, L 371 Marden Bldg., Washington, D. C. 443

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 June 5—While to a layman it would seem to be the part of wisdom for the grocery trade to make fairly free purchases of coffee, the contrary seems to be the actual situation, and certainly the word dull is the one that pre-eminently fits coffee in this market to-day. Holders, however, are not inclined to make any concession, believing it to be only a matter of time when the would-be buyers will have to come to terms. Rio No. 7 is worth, in invoice lots,  $12\frac{1}{4}@12\frac{3}{8}c$ . In store and afloat there are 2,437,958 bags, against 2,946,827 bags at the same time last year. Mild coffees seem to be in thorough sympathy with Brazilian sorts and the volume of business is very light. Good Cucuta is held at  $13\frac{3}{8}@13\frac{1}{2}c$ .

Teas show little, if any, change from previous weeks. Reports from primary markets agree in showing strength there, and this sooner or later will be reflected here. There is certainly a confident feeling among holders and no surprise will be occasioned by an advance.

Refined sugar is meeting with better demand and every day indicates that the canning industry is getting into actual business. The rains that have lately come have proven a God-send and canners will give due thanks. Nominally the quotation is 5c, less 2 per cent. for granulated.

Little by little the rice market shows an improving demand. The tendency is to a slight advance in quotations, and it is probably a good time to make purchases for a little way ahead. Prime to choice domestic,  $4\frac{1}{2}@5c$ .

Pepper still continues to be the center of attraction in the spice market and values are well sustained. Singapore black,  $9\frac{1}{8}@9\frac{7}{8}c$ ; white,  $14\frac{1}{2}@14\frac{3}{4}c$ .

Molasses is firmly sustained, but the amount of business is, naturally, of very moderate proportions. Good to prime domestic,  $25@32c$ ; fancy Ponce,  $39@41c$ . Syrups are quiet, with supplies moderate.

The rains of last week gave some encouragement to canners and the week opens with another good soaker. Packers of tomatoes will take heart and within a week we shall hear something of futures. For the past few days growers have been very loath to talk thereof. Spot tomatoes are worth, for standard 3s,  $82\frac{1}{2}@85c$ . Corn is apparently in moderate supply and is held at  $85@90c$  for Maryland, Maine style. Peas are well sustained and seem on the way to a higher level, although generous rains will help matters mightily. Other canned goods move in just about the normal manner.

Butter took an upward turn the other day and on the general run of stock this has been maintained. The very top, however, has declined slightly. The market generally is in good condition. For creamery specials the range is  $22\frac{1}{2}@23c$ ; extras,

$21\frac{1}{2}@22c$ ; factory,  $16\frac{1}{2}@17\frac{1}{2}c$ ; process,  $17@18c$ .

Cheese is firm, with  $10\frac{1}{2}c$  the usual rate for whole milk new; old stock, fancy, colored,  $13@13\frac{1}{2}c$ .

Eggs are demoralized. The supply has shown very material enlargement and quotations have gone down. White Western, top grades,  $17@19c$ . From this the decline is swift to  $15@16c$ .

## THE CORONATION EXTORTION

When preparations were commenced some months ago to handle the great crowds which London expected for the coronation of King George V the hotel-keepers and others engaged in catering to the needs of travelers in the world's metropolis jumped promptly to the conclusion that rich Americans and other foreigners who proposed to attend the celebrations could be made to pay extortionate prices. As a result rates at hotels and other similar places were advanced many-fold for the coronation period, and prospective visitors were advised to make their engagements well in advance.

Hotel suites at \$1,000 a week and the renting of the windows in buildings along the route of the processions at a thousand guineas were some of the extortions attempted, and people who secured the privilege of erecting street stands put the price of seats to figures which excluded all but the very opulent. As a result there was a prompt howl from the home patrons of the hotels, restaurants and the sightseeing stands. The people who hoped to get rich from the extortions practiced on visitors, particularly American visitors, are now finding to their sorrow that the prospective visitors will not submit, but, on the contrary they are threatening to stay away from London during the coronation unless prices are materially lowered. The London caterers have become seriously alarmed over the prospects and now, at the eleventh hour, they are cutting their rates, only to find that many prospective visitors have been frightened off and have canceled their engagements for rooms.

The American tourist is proverbially reckless in his expenditures, but there seems to be a limit beyond which even he will not go. The average American, while willing to pay handsomely for what he wants, has a constitutional objection to being done, much less fleeced, as was amiably proposed by the London hotel-keepers. It is, therefore, likely that many Americans who proposed to be in London for the coronation will stay away and miss little, and be very much in pocket by so doing. While the coronation ceremonial will no doubt be very imposing, only a very few people can possibly witness it. Even the street pageants will provide but a poor return for the expense and discomfort entailed.

If but a fraction of the good American dollars that will be squandered in London during the coronation were spent at home a great deal of practical good would be done, and the people who provide the money would reap a great deal more enjoyment and satisfaction.

## THE SPECIAL NICHE.

"If you choose to represent the various parts in life," says Sidney Smith, "by holes in a table of different shapes—some circular, some triangular, some oblong—and the persons acting these parts by bits of wood of similar shapes, we shall generally find that the triangular person has got into the square hole, the oblong into the triangular, while the square person has squeezed himself into the round hole."

In the life of the late Winslow Homer, probably the most renowned marine painter, we find an excellent illustration of the importance in studying one's own natural adaptations. At the age of 6 he showed natural talent, and while still a youth opened a studio in his native city, Boston. In war time he was sent to the front by Harper's Weekly, detailed to furnish sketches of army life, which materialized in Prisoners at the Front. He received gold medals at Chicago in 1893 and at Paris in 1900. At the annual salon of the Carnegie Institute at Pittsburg, two years ago, about twenty-five of his works were a noted feature of the exhibit, and The Wreck is now one of the most treasured works of art in the permanent collection of this institution.

While his early work was meritorious, it was not until he specialized upon marines that he was ranked among those who excel. Had he remained in the city and followed the beaten conventional paths, there would have been painstaking and a moderate amount of success—probably nothing more.

It was his removal to the rock-bound coasts of Maine that inspired the characteristic touch. Like Burroughs, the artist of the pen, he got his best touches from Nature in her untamed attitudes. Millet found his niche in the painting of peasant life, and his Song of the Lark will live after the bird has become extinct. So long as there is human interest in old ocean, Homer's Life Line and High Seas will live. Lovers of the beautiful will bless the day when he gave himself to the painting of marines, going from the world into the little niche in which his soul was centered.

## Names For the New Parks and Playgrounds.

## Written for the Tradesman.

The Park and Cemetery Commission has an important duty to perform in selecting names for the parks and playgrounds recently acquired by the city. A first thought would suggest that the names of prominent citizens be selected for the purpose stated. John Ball Park was named in honor of John Ball, because he gave the original portion of the land included in that property to the city. Antoine Campau Park was named in honor of Mr. Campau in response to a request of the donor, Mr. Ryerson. The name of Julius Houseman was given to Houseman Field for the same ample reason. In selecting the names for the new parks and playgrounds the Commission should keep in mind the fact that there were es-

pecial reasons why the names mentioned should have been chosen. The fact that a man had resided in the city many years and yet during his life had failed to perform any public service worth mentioning would not entitle him to recognition by the Commission. A delicate duty to be performed is the selection of a name for the forty acre tract donated to the city by Mesdames Russell and Boltwood, in honor of their father, Hon. C. C. Comstock. The West Michigan Fair grounds have long and very appropriately borne the name Comstock Park and the donors probably would not suggest that their recent donation be called Comstock Park No. 2. It might please the ladies and satisfy the public if the name "Russell-Boltwood Park" be selected. However, the writer suggests that the selection of the name be left to the ladies who donated the property. Another problem that might be solved in the same way is the selection of a name for the new park on Godfrey avenue. "The Michigan Chair Company-Rumsey Park" would be too long and inappropriate. Mr. Jordan, Mr. Garrett and Mr. Rumsey should be requested to furnish the name. Their choice would satisfy all persons interested in the matter.

It has been suggested that names appropriate for the purpose might be selected from the language of the Indians, who formerly lived in or near Grand Rapids. The few old settlers who remain among us and learned the language from the Indians might be consulted by the Commission.

Arthur S. White.

Everyone is familiar with the expression "A Tinker's Dam," but not everyone knows its origin. "In the old days when tinkers traveled through England mending tinware for the housewives they would soften small pieces of bread in their mouths and place them in the corners of the vessels to dam up the melted solder," says Father Beck. "These bits of wet bread were called tinkers' dams. The man who says a thing isn't worth a tinkers' dam may think he is saying something very wicked, but he isn't."

## Luck.

Luck means rising at 6 o'clock in the morning, living on a dollar a day of you earn two, minding your own business and not meddling with other people's. Luck means appointments you have never failed to keep, the trains you have never failed to catch. Luck means trusting in God and your own resources. Max O'Rell.

## BUSINESS CHANCES.

For Sale—Drug store, clean, up-to-date, modern in all respects. Enjoys good business. Expenses very light. Population 3,000. Address G. W. F. Hesse, Midland, Mich. 458

For Sale—A stock of merchandise about \$4,500, paying a fine yearly income. For particulars address James A. Doane, Augusta, Ill. 457

A Farm To Exchange For Merchandise—I have 237-acre stock farm located a short distance from Plainwell and want to get a stock of merchandise. Land valued at \$80 per acre, will take a stock up to \$12,000 and pay 100c on the dollar. I mean business, what have you got? Address No. 456, care Tradesman. 456

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

## Mr. Merchant—Here's a Present of One Month Every Year



This present also carries a bonus:  
No more strained memory — no more forgotten accounts—no C. O. D. errors—no incorrect credits—no book-keeping—but a complete record every day when you're ready to turn the key in the lock and say your work is done.

The merchants who are using our system find the terror gone from the month's end. They don't have to lie awake at night recapitulating the day's transactions.

**One writing does the work**

The balance **always** shows on each account.  
You have no disputes with your patrons.  
You adjust their credit ratings accurately.  
Your clerks have less worry and are more contented.  
You have larger nets.  
And—you have more time and less fatigue to your own credit.  
Only one hour a day means three days a month—more than an entire month every year! Is it worth saving?

Drop a postal today. Ask us to send you the facts.  
Investigation costs you nothing.  
You be the judge and the jury. In a word, let us submit our evidence.

**The American Case & Register Co.**  
Salem, Ohio

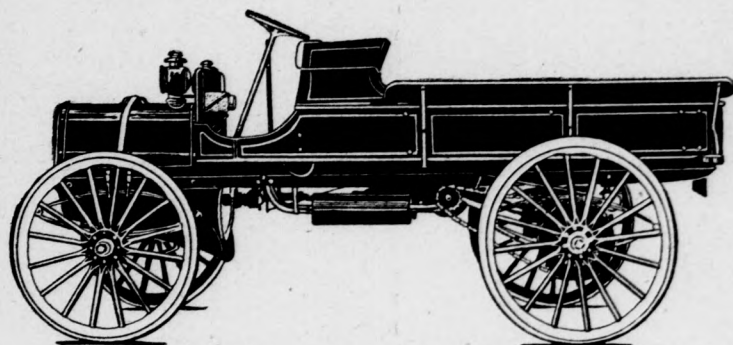
J. A. Plank, General Agent, 147 Jefferson Ave., Detroit, Mich.

## Visiting Merchants:

Those of you who are interested in improving your delivery service—doing the work more cheaply and more expeditiously are invited to drop in during Merchants Week and look at our line of

## Chase Motor Wagons

built in several sizes and body styles—capacity 750 lbs. to two tons—prices ranging from \$750 up to \$2,200.



Chase Wagon Model D, 1,500 lbs. Capacity, \$900

Over 2,500 Chase Motor Trucks and Delivery Wagons are in use. Nothing experimental about them. Catalogue on application.

**ADAMS & HART**

47-49 No. Division St. :: Grand Rapids, Mich.

We also have a nice line of new and second hand pleasure cars to show you.



**WORDS OF  
The Wise Merchants**

deals," is the *only* genuine, the original

**"Won its FAVOR  
through its FLAVOR"**

# Kellogg's



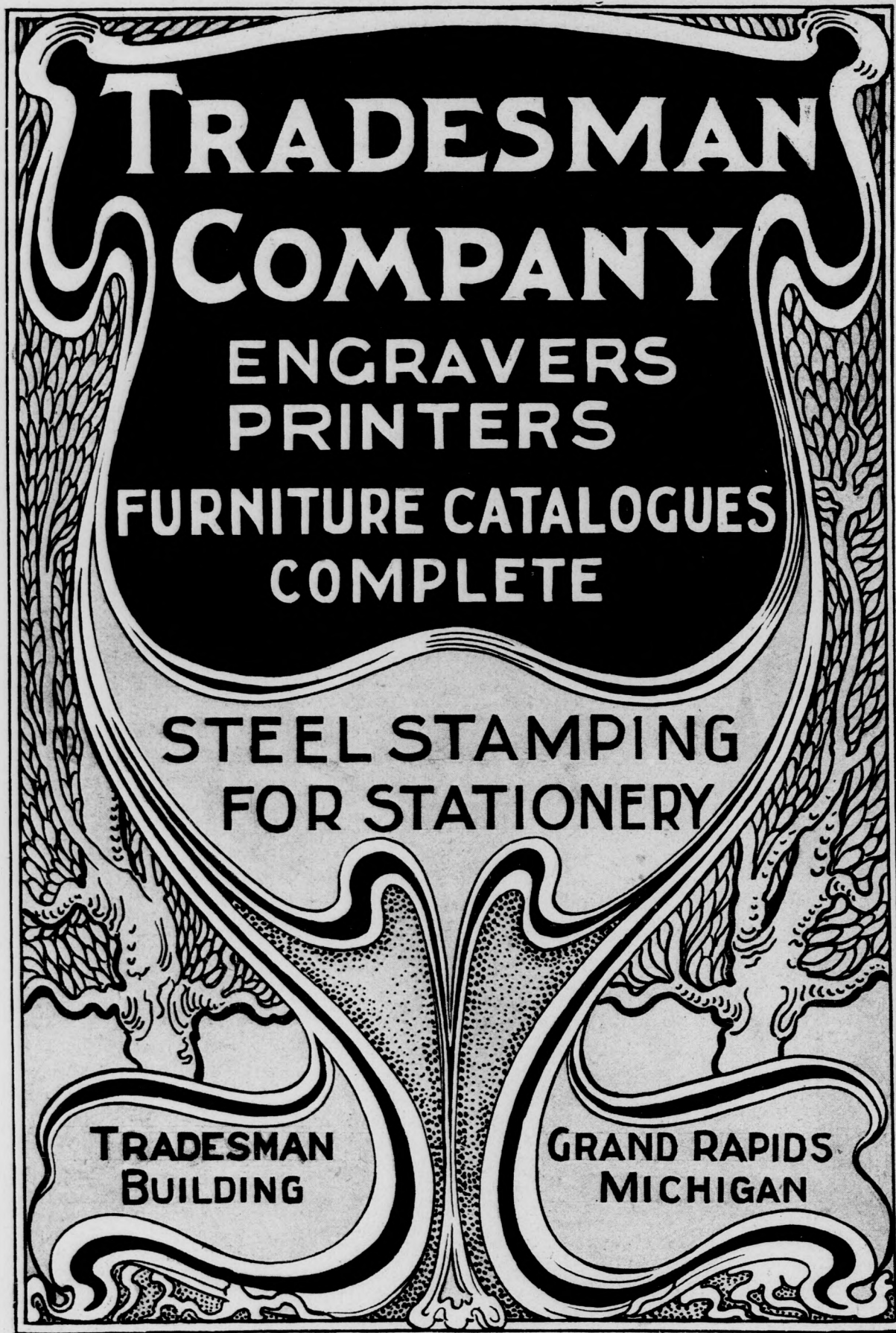
## Building Business for Keeps

**E. ST. ELMO LEWIS**

*In the "Commercial Union"*

"This bargain mania from which retailers are really suffering much more than the public, is driving the retailer to such a hysterical degree that he cuts prices so low that he has nothing left for the service, for the forethought, for the courtesy which makes and holds friends, creates regular customers for the house and constitutes the very essence of that good will which is worth money."

The cereal that *always* makes and holds friends for itself and for the grocer—the one that sells on its merits *without* cut prices—that is sold at *one* price to *every* retailer, without favoritism or "inside



**TRADESMAN  
COMPANY**

**ENGRAVERS  
PRINTERS  
FURNITURE CATALOGUES  
COMPLETE**

**STEEL STAMPING  
FOR STATIONERY**

**TRADESMAN  
BUILDING**

**GRAND RAPIDS  
MICHIGAN**