



Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, JULY 5, 1911

Number 1450

# Business When You Need It Most

We can help you general merchants who are eager to make a fight for good business during the usual summer "slack" time.

Our proposition is simple; we ask but the privilege to show you one way for making business when you need it most.

Grant our July catalogue that courtesy you would any visitor from the great markets, look it over earnestly, study its special sales, its selling helps—

Then you'll see your opportunity—the opportunity for every general store in five, ten and twenty-five cent goods.

This book is more than a list of timely general merchandise at net prices, a great deal more than a catalogue in the accepted term; it is an unusual book dealing in an authoritative way with the problems you now face and you should read it as such.

Grasp this opportunity now. If your copy is not at hand write for No. F. F. 897. You can't afford to delay.

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## 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.

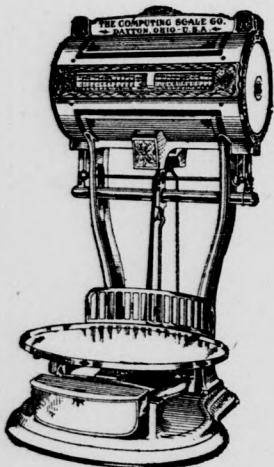
The Largest Exclusive Retailers of  
Furniture in America

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 F L E I S C H M A N N ' S — it is the best—hence the cheapest.



## Dayton Scales

Are the only true representatives of the Moneyweight System of weighing merchandise into money value, quickly, accurately and automatically. Your goods don't have to lift a "heavy weight" on the END of a PENDULUM as in some so-called automatic scales. There are no parts of our scales subject to heavy strain which wear down the knife-edge bearings and make the scale sluggish in action. Our automatic scales actuated by two perfectly controlled spiral springs are the quickest, most accurate and sensitive scales known to modern scale construction.

### ELECTRIC FLASH

This device is one of the most remarkable of modern scale construction. When the merchandise is placed on the platform, the cylinder is brilliantly illuminated from the inside. This light penetrates the chart and makes the weight indications and values appear with striking clearness. A cleverly arranged apparatus at the top of the scale and on the customers side permits the use of signs such as "COME AGAIN," "SUGAR 5 CENTS LB. etc. With each act on of the scale the sign flashes its message to your trade creating astonishment and interest by its novelty and perfection of action.

### MADE IN DAYTON

DAYTON, OHIO is the home of the computing scale. Beginning in an humble and small way The Computing Scale Company has in twenty years expanded until today its immense, new, modern, fire-proof building is one of the models of that wonderful manufacturing city, DAYTON, OHIO. They built the first computing scales; they introduced them to the trade; they created the demand; they made the improvements which have brought their scales to the present high state of perfection; their scale has done more to protect the merchant against loss by error than any other known device; they deserve your first consideration.

THE MONEYWEIGHT SCALE CO., distributors of DAYTON SCALES have sales offices in all large cities. They will be pleased to assist you in your investigation and selection of your weighing system.

If you have computing scales of any make which are out of date or not giving satisfaction ask for our EXCHANGE FIGURES. Our allowance for your old scale will surely interest you. WRITE FOR PARTICULARS TODAY.

The Computing  
Scale Co.  
Dayton, Ohio

Moneyweight Scale Co.  
58 N. State St.  
MASONIC TEMPLE, 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

## Straight Goods



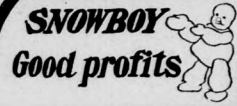
The  
Very Best  
There Is

IT PAYS TO HANDLE IT

Distributed at Wholesale by

JUDSON GROCER CO.

GRAND RAPIDS, MICH.



We are telling YOUR customers about SNOW BOY  
Washing Powder every day.

How much SNOW BOY have you in stock?

*Lautz Bros. & Co.*

Quick Profits

Buffalo, N. Y.

# MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, JULY 5, 1911

Number 1450

## SPECIAL FEATURES.

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## WORKINGMEN'S PENSIONS.

The new French law providing for workingmen's pensions has gone into effect, and its workings so far have caused keen disappointment. The law provides for the registration of all working people, and the pension to be granted in the shape of insurance against nonemployment and inability to work from old age is dependent upon an annual contribution of so small a sum as \$1.60. Here is where the shoe pinches. While the working people desired the pension, they were not willing to contribute anything towards it themselves, holding that the state should bear the whole burden.

According to the law, workingmen and women were to file their applications by May 1. On that date, in Paris, where 200,000 were to apply, according to the statistics prepared, barely 20,000 had appeared. At Montpellier, where 25,000 forms were distributed, only 785 were filed. At Epinal, out of a possible 8,000, only 200 responded. At Auxerre not a single application was received. At Havre meetings were called to protest against the law. The government found itself compelled to extend to May 15 the period for making applications for pensions.

The Socialist idea is that the government should bear the whole expense of old age, workingmen and nonemployment pensions on the theory that the taxes imposed to cover the cost will fall on the well-to-do and not on the working people. The British Government is face to face with a similar proposition. A workingmen's pension scheme is now before the British Parliament, based upon much the same plan as the French law. It is not proving acceptable to the Laborites, as they contend that the government should bear the whole cost and that the work people should contribute nothing.

The pension system is essentially bad, as it tends to pauperize a large class in the community. While the theory that the rich and prosperous should bear the greatest part of the

burden of government may be sound enough, there are limits to taxation, and it may be doubted if it is wise to insist upon one element in the community supporting the other. The French and British Governments would make a serious mistake were they to yield to the pressure of the Socialists and assume the whole burden of workingmen's pensions. If the pensions are to be considered as a sort of insurance against nonemployment and incapacity in old age, then the able-bodied worker should be compelled to make reasonable contributions during the period of his activity and usefulness.

## SUPPRESSING ROWDYISM.

The police and police court magistrates of the City of New York are just now engaged in a joint crusade against all class of rowdies and peace disturbers in their jurisdiction. Men and boys of the undisciplined classes have made life a burden to the frequenters of Coney Island and the passengers in the subway and elevated trains, not only insulting and maltreating women and children but also attacking men and tearing their clothes. So great had the evil become that the New York police authorities took measures to effectively deal with the trouble.

The police not only promptly arrest all found guilty of rowdyism and unruly conduct, but they handle the offenders in such a vigorous manner that all fight and resistance is promptly taken out of them, which is tantamount to admitting that the club and nightstick have free play. The police magistrates, on their part, are giving the full limit of the law to all rowdies brought before them.

This is the only proper and effective course. All large cities have their unruly classes. Paris has its apaches, English cities have their mohawks and hooligans and American communities have their hoodlums. The characteristics of the genus are the same, no matter under what name they travel. They are a pestiferous breed of parasites on every community and they can be kept under only by the stern hand of the law. Lenient and humane treatment are lost on such rascals. If they are not actually criminals, they are on the high road to become so. They must be handled without gloves, and while the boys among them properly belong in reformatories, the adults should be sent with little ceremony to the workhouse and the jail. They can be made to mend their ways by fear of the consequences only. No appeals to conscience or to any of the better instincts avail with these rowdies. The only way is harsh treatment, and the harsher the better. The New York police

have adopted the right method, and it is to be hoped that they will be permitted to keep it up, and no mawkish sentimentalism against the use of clubs and nightsticks should be allowed to interfere with the good work. A few broken heads will do more reformatory work than any amount of considerate treatment.

## REGULATING AVIATION.

The British Government has forbidden any sort of aerial navigation over London or Windsor during the period of coronation pageants. This action has been taken as a wise precaution against accidents due to the falling of an airship among the crowds or to the excitement which the sudden appearance of an aerial craft might occasion in the crowded streets. If this regulation had not been made there would undoubtedly have been a rush of aviators to London for coronation week and that accidents might easily happen was shown not long since by the killing of the French minister of war and the serious wounding of the French premier by an aeroplane that became unmanageable and swooped down among the crowds.

The rapid spread of aviation and the fact that both aeroplanes and dirigibles are being manufactured commercially would seem to suggest the adoption of some general regulations to control the industry or sport. It is not advisable to permit airships to soar over big cities, as there is not only danger in the proceeding to the aviators themselves, but what is more important there is danger to the curious crowds that the appearance of an airship always attracts.

Aviation will probably always be a dangerous pursuit, but that fact does not warrant its prohibition, but it does suggest the advisability of regulating it in some way so as to minimize the danger and at least protect the general public from risk and property from damage or destruction. Different countries have already adopted some few rules, but as yet there is no general agreement on the subject.

The difficulty of devising suitable regulations for aviation and the still greater difficulty of effectively enforcing them must be recognized. The British government has prescribed formidable though not too severe penalties for violation of its rules at coronation time, and it may be able to secure compliance for that occasion, though we would not be surprised to hear that some reckless aviator had sought distinction through lawbreaking. But to keep the men of the air within bounds at all times and in all places would be a task which might

well drive police officials to despair, unless, indeed, some sort of an Icarian police force were organized, equipped with aeroplanes of great speed, to pursue and apprehend offenders. Even then the making of an arrest in midair in a flight which could not be checked would be a performance of extraordinary awkwardness and peril. Possibly, however, the difficulty of controlling this interesting and venturesome invention will not prove greater than that of making it.

## THE WATER QUESTION.

This seems like a trite subject, and yet the warning for pure water, like that for pure air, seems a periodical necessity. The theory of its importance is unquestioned, and yet we continue to depend upon rivers which have received in their transit the refuse from no one knows how many towns and factories as our source of supply.

Of course, this water goes through a so-called sterilizing process, the details of which we possibly understand — but more probably we do not—and we are happier in this ignorance. If we think of the matter at all, we take refuge under the thought that we never drink this water until it has been boiled and thus rendered germ proof. But the children of the household are not supposed to acquire the tea-and-coffee-drinking habit; at least they should not. "Iced drinks which have been first boiled?" you suggest. But if you could see what has first happened to the water from which some of this crystal product is evolved, you might still find use for a big question mark.

The artesian well seems to be an excellent solution of the pure water problem, both in town and country, the springs of the latter being now condemned by the best authorities unless enclosed and protected from foreign matter. The crystal looking fluid may be dangerous through surface impurities. Water which comes from a depth of many feet is a saner method.

The original cost may seem prohibitive, yet those who have supplied the pure article, even at a high price, have yet to regret the cost. The well-driller demands less exorbitant fees than the doctor. Besides, he does not cheat you out of weeks or months of time, usury in suffering being added to the burden. This is the most opportune time for looking after the water supply and no investment can be more essential.

Funerals come high, but a funeral is not exactly a necessity of life.

Do not try to raise a disturbance unless you would lower yourself.

**FALL FURNITURE.****Some New Features Shown For the First Time.**

The fall furniture season opens with the promise of being a fair success. The buyers who have been here thus far are showing a disposition to be conservative, which, considering business conditions generally, is not unexpected. With Congress in session and trust busting going on the Eastern trade wants to see what will happen before loading up too heavily. Buyers from the corn and wheat belts are encouraged by the prospects of big crops but will put off placing big orders until after harvest. The coast trade has not been heard from yet. The buyers, however, are optimistic, and look for a good fall trade, but they have learned by experience and most of them seem to think now is a good time for caution. They are looking over the displays with much care and if initial orders are not heavy the later orders, if conditions warrant it, will be more liberal. The local manufacturers are not suffering by reason of the strike—at least they have not up to this time. The buyers are not letting sympathy stand in the way of good business, but they are showing a kindly interest in the local situation and are inclined to make things as easy as possible for the manufacturers. The latter are showing their appreciation by taking extra precaution against over-selling. If the visible supply of any piece is exhausted the buyer is so informed,

and if the order is taken it is conditional. With good stocks on hand and the factories running once more the prospects are that Grand Rapids will lose very little, if any, business.

There is not much that is new in the market this season. The Grand Rapids manufacturers are not offering many new patterns and none of them have pioneered into new fields. Many of the outside exhibits are showing more pieces, but it takes an expert and a lot of showing to make the difference from the January lines noticeable. The popular periods are still in vogue, no new periods have been discovered and under the circumstances there is not much chance for novelties.

Up to the Fourth 135 buyers had registered, which compares with 139 up to the same date last year. On the day after the Fourth, last year, 41 buyers arrived and the second day after 85 put in an appearance. It will be the arrivals after the Fourth that will tell the story. The big and rich central territory between the Alleghanies and the Rockies will be heard from then, and it is this section of corn and wheat and hay farmers that will produce the good or the bad news for the manufacturer.

It is interesting to note how the manufacturers follow the fancies and fads of people. A striking manifestation of this is seen this season in the number of summer lines that are shown—goods in willow, grass, reed, rattan and similar materials. A few

years ago such goods were shown in the spring only, to be sold during the summer months, but now they are all the year around stock and from all accounts the demand is steadily increasing. These goods are useful as living room and bedroom furnishings, but what is giving them a boom is the growing tendency in home architecture to have sun parlors and dens. For the sun parlor, which is comparatively a new institution in the home, the light summer goods are especially appropriate, but these goods are also fine for the den, without which no modern home is complete. There are about a dozen different summer lines in evidence for the fall trade, and it is probable five years ago not more than three or four could have been counted.

In another direction the manufacturers have followed modern fancy, and that is in furnishings for the open air sleeping room. The open air rooms are more or less exposed to the weather, and ordinary wood furniture is scarcely suitable. One manufacturer has brought out a line of metal cots for outdoor use. The metal is given a coat of varnish to make it rust proof, and the beds have collapsible legs, which makes packing up into small compass possible, and they are also furnished with rings and chains by which they can be converted into bed hammocks if desired.

The nearest to a sensation in the market this season is a summer line shown in the Exchange. It is made up of chairs, rockers, tables and set-

tees, made in the go downs of Hong Kong, with rattan frame covered with sea grass spun into thread. The goods are very attractive in the natural colors, but what gives them special charm to the buyers is the price. The chairs are in the accepted English patterns, and the most elaborate of the fifty patterns shown is quoted at \$6 to the trade, with freight prepaid, and from this high mark they taper down to \$2. These goods are made by the Chinese, entire families working on them, and they are shipped by the shipload around Cape Good Hope to New York for distribution. It is such furniture as this that is used in India, the Philippines and other hot districts in the Far East. It has found favor on the Pacific coast, but this is the first time it has been offered here, and nearly every buyer is taking some. The orders are taken for delivery next March, which means they will be shipped in December, to arrive in New York sixty or ninety days later. Gregg & Co., of Toronto, with branches in New York, Winnipeg, Vancouver, Hong Kong and Yokohama, are the importers and H. M. Moody is the company's representative here. Beside the grass, chairs are shown in split rattan, some woven in very wide mesh to insure ample ventilation.

Sheraton patterns are much in evidence this season in dining room furniture—more so than in any former season. The popular fancy in dining-room furniture used to call for elab-

# Don't Forget The Staples

New products sometimes sell well—but often they do not.  
Never neglect staples for untried stock.

## Dandelion Brand



## Butter Color

has been a groceryman's staple for more than a quarter of a century.

It gives the "true June" shade.

Dandelion Brand Butter Color never turns rancid. Ninety per cent. of all buttermakers in the United States use it.

**Stock up! Send your order now.**

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that the use of same for coloring butter is permitted under all food laws—State and National.

**Wells & Richardson Co., Burlington, Vermont**  
Manufacturers of Dandelion Brand Butter Color

orately carved stuff, heavy and with dignity sticking out all over it. Colonial patterns came as a relief from the ornate, but typically Colonial is tolerably massive. Chippendale, more ornamental, lighter and more graceful than the Colonial, met with much favor when it was offered and is still a leader. Two or three years ago Sheraton was given a start and it has made such progress that no dining-room line is now complete without it. The Sheraton has graceful lines, is not massive, and more reliance is placed on the beauty of the wood than in the decorative features. In fact, about the only decorative feature is the narrow inlay of white or satin wood upon the solid mahogany. The elaborately carved table and sideboard are still in more or less

demand, but good taste has discovered that the carving is hard to keep clean. One of the talking points for the Sheraton is that it is not only artistic but it is sanitary. In making Sheraton dining tables those manufacturers who pride themselves most upon being true to type find it necessary to waive a few points to modern ideas and convenience. The typical Sheraton table should have legs, but those who buy tables to-day prefer the pedestal and the tables are accordingly so made. Those who want the tables with legs can have them, however.

In dining tables the round form has a great preponderance over the square. The round table, it is claimed, is more sociable as everybody faces everybody else. They are also

more convenient as the chairs can easily be moved a little closer to make room for a guest. Colonial patterns are still standards in dining-room furniture and probably always will be. In oak the Early English patterns are preferred.

There are more outside exhibitors in town this season than in any former year. The big exposition buildings, five of them, are all full, and there is a spill over of about fifteen lines in the Clark building adjoining the Bishop Furniture Company's store on Ionia street, near Fulton. The new Furniture Temple being built by Chas. E. Skinner and associates, and the new Keeler building, on North Division street, will be completed in time for the January

opening, and contracts have already been made which will insure both being well filled.

#### Refused To Be Aureoled.

Sunday School Teacher—If you are a good boy, Willie, you will go to heaven and have a gold crown on your head.

Willie—Not for mine, then. I had one of them things put on a tooth once."

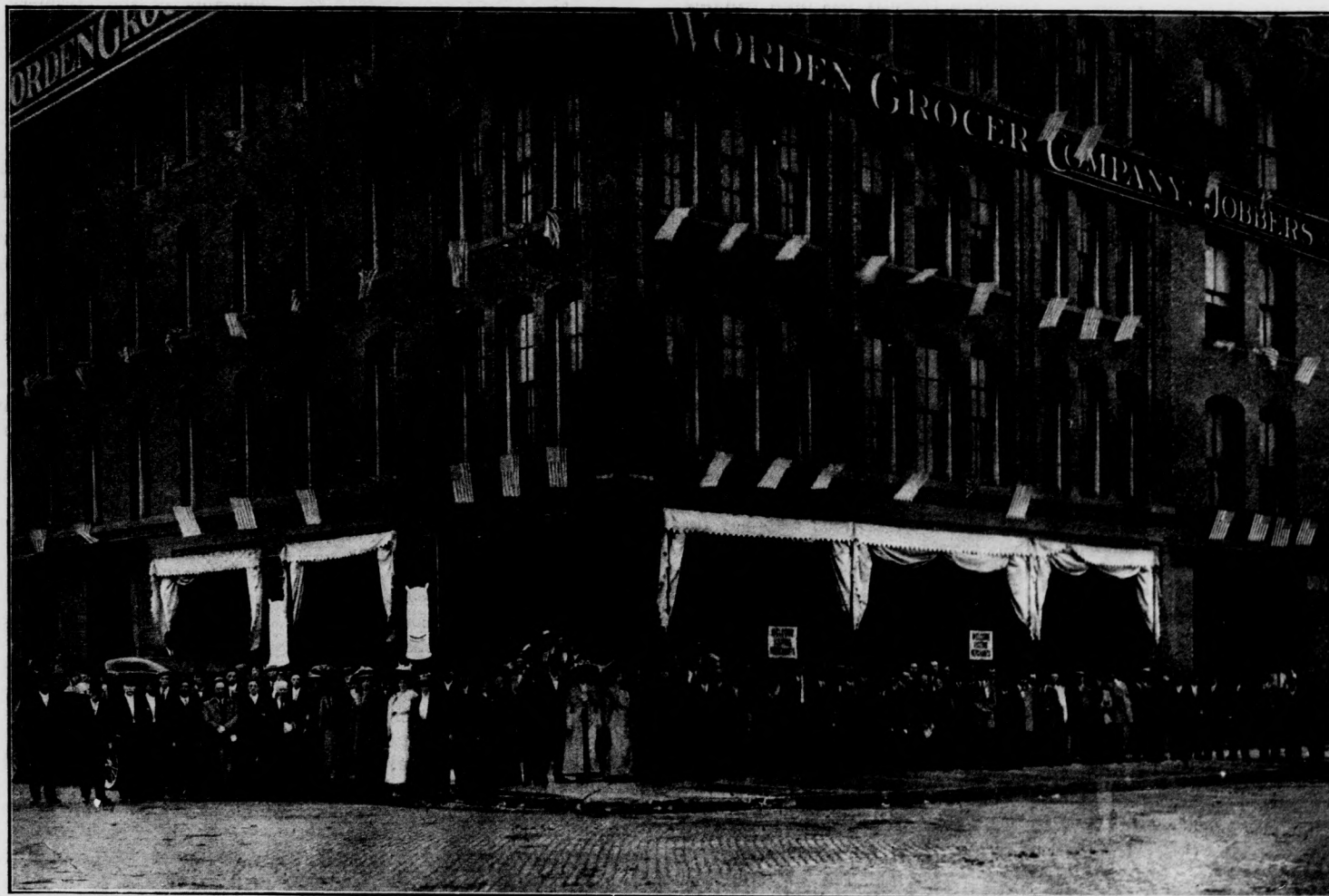
#### Brutal Advice.

Miss Passee—Can you tell me of a good way to keep my hair from falling out?

Miss Pert—Yes; put it on tighter.

It is never too late to mend—except when you find yourself broke.

# Merchants Week June 2, 1911

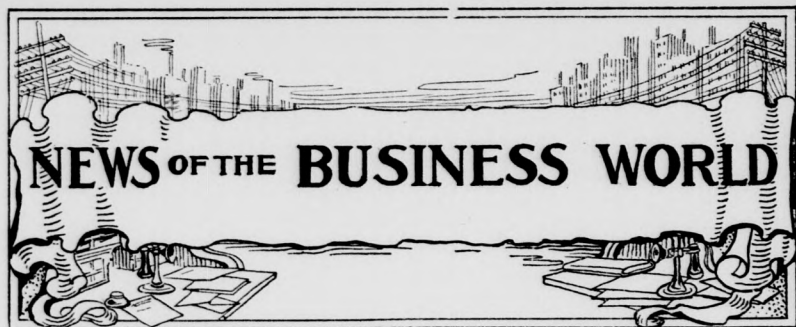


A few of our friends who were with us on Merchants Week.

We want you to be with us next time. It affords a splendid opportunity for getting better acquainted and we believe is mutually helpful.

**WORDEN GROCER COMPANY**  
GRAND RAPIDS, MICH.

THE PROMPT SHIPPERS



### Movements of Merchants.

Harbor Springs—Perry A. Powers is closing out his shoe stock.

Onondaga—George Strong has sold his meat market to A. S. Clay.

Harbor Springs—D. H. Redmond has engaged in the clothing business in the Levi block.

Ann Arbor—L. A. Webb has sold his confectionery stock to Charles Preketes, of Adrian.

Cadillac — James Johnston has opened a new grocery store at 211 South Mitchell street.

Wyandotte—Richard Sansouci has purchased the grocery stock of Fred Droste, State and High streets.

Pontiac — Parmenter & Johnson will open their new hardware store in the Turk building July 10.

Highland Park — The Highland Park State Bank has increased its capital stock from \$60,000 to \$100,000.

Millington—A. J. Price has sold his stock of groceries to Ira J. Hossler, who will conduct the business in the future.

Mt. Pleasant — Briedenstien & Hoffman have purchased the old Taylor & Ratliff building and the Lafromboise building and will install groceries and meats.

Gaines—Mrs. H. C. Switer has purchased the millinery stock owned by Mrs. James McCaughna and will continue in the same building where the business has been conducted.

Owosso—Edwin Knapp, formerly engaged in the hardware business in this city with his brother-in-law, the late Isaac L. Peck, died at his home in Middletown, N. Y., some days ago.

Calumet—David E. Toplon, who for the past year has acted as Secretary of the Calumet Store Co., has resigned his position with the intention of engaging in business for himself.

Saginaw—While counting his cash at his hardware and leather store Gottfield Nauman, 55 years old, dropped dead and was later found by a young woman clerk. Heart trouble was the cause.

Owosso—Fred C. Lewis has sold his interest in the Fred C. Lewis & Co. grocery store to Harry Smith, and the business will be conducted in the future under the firm name of Harry Smith & Co.

Flint—The drug stock owned by Fred H. Goodrich has been purchased by Victor Holmes and Lee N. Martin, who will carry on the business at the old location, 529 South Saginaw street, under the firm name of Holmes & Martin.

Sault Ste. Marie—Arthur Lapish has resigned his position with Comb's bakery and will engage in the gro-

cery business. He has purchased the Harvey Atkins stock and will continue the business at the old stand, 1109 Ashmun street.

Lansing—S. S. Kresage, of Detroit, who owns several 5 and 10 cent stores throughout the country, will open a similar store in this city, having rented the building formerly occupied by the Mills Dry Goods Co. He will take possession August 1.

Owosso—Dudley Reynolds is preparing to open a grocery store in the Christian building, at the corner of Ball and Main streets. Mr. Reynolds was formerly employed in the grocery department of C. A. Lawrence's store and recently has been working for Lyon & Pond.

Eaton Rapids—L. O. Hoxie, who came here a year ago and opened a bazaar business, has sold his stock of goods to Boice & Stoddard, who will continue the business for a time at its present location. Mr. Hoxie will go to Detroit, where he expects to engage in some line of business.

Charlotte—J. B. Gibbons has purchased the stock of music and phonograph supplies of the F. S. Gutter-son music store and will take possession about July 10. Mr. Gibbons will move his jewelry stock into the building now occupied by the music store and will combine the two lines of business.

Sturgis—After forty-two years of active engagement in the grocery business, John Bostetter has sold his stock to V. E. Collins, who has for some time been employed as a mail clerk on the Lake Shore, but has had considerable experience in the grocery line in the past. Mr. Bostetter expresses his intention of treating himself to a well earned rest for the remainder of his days, to which he considers his years of labor have entitled him.

Eagle—The new elevator here, for the past two years operated by W. W. Lung, has been sold to Fred Gunn, of Sebewa, Fred Balderson, of Portland, and Ed. Balderson, of Eagle township. The elevator will be managed by Fred Balderson, who has been book-keeper for Mr. Lung.

Leonidas—E. W. Wilcox, who was buried Monday, was a leading merchant here for over forty years, coming to Michigan from Naples, N. Y., in 1833, in a pioneer wagon. He was 82.

Bay City—Slot machines have disappeared in this city. If there was a cigar store, saloon, poolroom, restaurant, hotel, newstand or drug store in the city that did not have from one to ten of the machines it was because they could not find a supply. Even grocery stores had them. So

many complaints that boys were being made eager gamblers, losing their pocket money, were made that Mayor Woodworth ordered the police to give the owners notice of immediate removal. The police have been busy making notifications. One dealer declares \$100 per day was his revenue from the machines.

### Manufacturing Matters.

Detroit—The J. D. Chandler Co. has changed its name to the J. D. Chandler Roofing Co.

Detroit—The Abbott Motor Co. has increased its capitalization from \$300,000 to \$1,050,000.

Flint—W. A. Paterson Co., carriage manufacturer, has increased its capital stock from \$200,000 to \$330,000.

Union City—The capital stock of the Union City Canning Co. has been increased from \$22,000 to \$24,500.

Detroit—The Kelsey-Herbert Co., manufacturer of auto bodies, has changed its name to the Herbert Manufacturing Co.

Detroit—The U. S. Motor Casting Co. has been incorporated with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and paid in in property.

Detroit—The Simplex Machinery Co. has engaged in business with an authorized capital stock of \$15,000, of which \$11,500 has been subscribed and paid in in cash.

Kalamazoo — George Hanselman, whose candy factory was burned June 26, has closed arrangements for the use of the Newton building, 118 North Edwards street.

Detroit — The Zenith Carburetor Co. has engaged in business with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Port Huron—A new company has been organized under the style of the Brennen Furniture Co., with an authorized capital stock of \$25,000, of which \$16,000 has been subscribed and \$3,000 paid in in cash.

Bay City—A new company has been organized under the style of the Wear U Well Shoe Co., with an authorized capital stock of \$5,000, of which \$2,500 has been subscribed and \$1,000 paid in in cash.

Detroit—The Detroit Concrete Receptacle Co. has been incorporated with an authorized capital stock of \$25,000, of which \$14,900 has been subscribed, \$1,600 being paid in in cash and \$13,300 in property.

Detroit—The Abbey-Barnum-Cartwright Co. has engaged in the manufacture of wire, brass, bronze and metal work, etc., with an authorized capital stock of \$2,000, of which \$1,200 has been subscribed and \$900 paid in in cash.

Detroit—Kraetke Bros., conducting a general machine shop, have merged their business into a stock company under the same style with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Grand Ledge — The rapidly increasing business of the Grand Ledge Paint Co. has necessitated the erection of a new building at the west end of the present factory. It will

be of cement brick and the dimensions will be 32x44.

Detroit—The Turner & Moore Manufacturing Co. has engaged in business to manufacture work-jigs, tools and special machinery, etc., with an authorized capital stock of \$25,000, of which \$16,680 has been subscribed and \$6,000 paid in in cash.

Detroit—The Johnson Bearing Co. has been organized to manufacture and deal in bearings and parts of autos, engines, dynamos, etc., with an authorized capital stock of \$100,000, of which \$66,000 has been subscribed, \$2,750 paid in in cash and \$55,000 in property.

Kalamazoo — During the annual annual shut-down of the Kalamazoo Corset Co., which this year will extend to July 10, the electric power system will be completely changed, individual motors and drives replacing the few large motors now in use.

Ontonagon — The Ontonagon Creamery, the contract for the erection of which was let about six weeks ago, is now completed and ready for business. The construction of the plant was rushed from the start. The directors of the creamery inspected the building last week, found everything satisfactory and formally accepted it. The creamery will take care of the milk of 1,500 cows. It is planned to commence operation at once.

Charlotte—This city is in line for a new industry, in the shape of the Charlotte Carburetor Co. This company consists of M. K. Miller, R. Crofoot, Bert Paton and Fred Bintz, all of this city. Some time ago these gentlemen purchased the patent of a new carburetor from the inventor, James Whitcomb, also of this city, the patent being issued March 7. Since then Mr. Miller has been experimenting in order to make it as nearly perfect as possible.

Hopkins—The new cheese factory building of F. W. Hicks is nearly completed. It is located just north of the old site of the one that burned recently, and is 26x56 feet, with a boiler room 12x20 feet and a driveway 16x20 feet. The entire plant will be new, and as soon as the cement floors are hardened and seasoned sufficiently the machinery will be put in place. It is now expected that it will be about July 15 before the factory will be opened for business.

### Pie in Art.

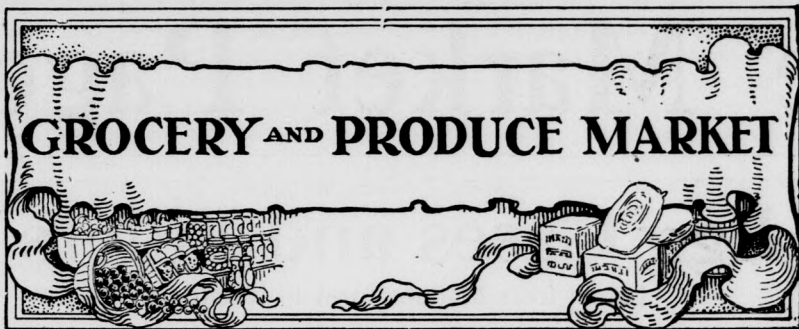
An artist in Chicago tells of a woman in that town, who, with her maid, went to purchase a still-life picture for her diningroom.

She selected a canvas on which were painted a bunch of flowers, a pie cut in two, and a roll, and was about to pay twenty-five dollars for it when her maid approached to whisper in her ear.

"Excuse me, ma'am," said the servant, "but you are making a bad bargain. I saw a picture very much like this sold the other day for fifteen dollars."

"And it was as good as this?"

"Better, ma'am. There was a good deal more pie in it."



### The Produce Market

**Apples**—Southern stock fetches \$1.50@1.75 per  $\frac{2}{3}$  bu. box. Reports from the orchards in this vicinity are to the effect that the crop of winter fruit will be short.

**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, 30c per doz.

**Butter**—The market is firm and stronger. This is due to the increased demand caused by the resort influx at lake resorts, coupled with the good speculative demand for fine butter. The make of butter is fully up to the average for the season, and the quality is running good. The weather has been generally favorable to the making of fine butter all over the country, and a considerable quantity has been sold for storing. The market is healthy and the future depends on the demand. Local dealers hold fancy creamery at 22 $\frac{1}{2}$ c in tubs and 23c in prints. They pay 18c for No. 1 dairy and 16c for packing stock.

**Butter Beans**—\$1.75 per box for home grown.

**Cabbage**—New commands \$2.75 per crate.

**Celery**—25c per bunch for home grown.

**Cherries**—\$1.25 per crate for sour and \$2 per crate for sweet—16 quart crate.

**Cocoanuts**—60c per doz. or \$4.50 per sack.

**Cucumbers**—75c per doz. for hot house.

**Currants**—\$1.35 per crate for red. No receipts of white as yet.

**Eggs**—The market is firm at an advance of 1c per doz., due to the falling off of the production. The receipts of eggs have decreased considerably during the past few weeks, as usual at the season. Owing to heat, the quality of the eggs arriving is showing the effects of the weather, and the percentage of fancy eggs is very small. The market is in a healthy condition on the present basis and any change will likely be an advance. Local dealers pay 14 $\frac{1}{2}$ c, loss off, delivered.

**Gooseberries**—\$1.50 per crate.

**Green Onions**—15c per doz.

**Green Peas**—\$1.75 per bu. for Telephones.

**Green Peppers**—\$2.75 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.

**New Carrots**—25c per doz.

**Lettuce**—85c per bu. for leaf; \$1 per bu. for head.

**Onions**—Egyptian, \$3.75 per sack of 112 lbs.

**Oranges**—Washington Navels, \$3.25@3.75; Mediterranean Sweets, \$3 @3.50; Late Valencias, \$3.75@4.

**Musk Melons**—There is a good supply of canteloupes and prices are still very cheap for the time of the year. The demand is increasing and most melons are of a fine quality. Rockyfords command \$2.25 for all sizes.

**Pieplant**—75c per box of about 45 lbs.

**Pineapples**—Cubans fetch \$3.25 for all sizes. Floridas command \$3.75 crate for all sizes.

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

**Potatoes**—Old stock, \$1 per bu.; new, \$5 per bbl.

**Poultry**—Prices are very low and the receipts continue heavy on most lines. The demand shows an increase for fresh killed goods, as storage goods have been used to a great extent for some time. Local dealers pay 10c for fowls; 6c for old roosters; 10c for old ducks and 12c for young; 12c for turkeys; broilers, 1 $\frac{1}{4}$ @2 lbs., 15@16c.

**Radishes**—15c per doz.

**Raspberries**—\$2 per crate for red and \$1.50 for black. The crop of both promises to be large.

**Spinach**—\$1 per bu.

**Tomatoes**—Home grown hot-house, \$1 per 8 lb. basket.

**Veal**—Dealers pay 6@10c.

**Watermelon**—Georgia command \$3.50 per bbl.

### The Grocery Market.

**Sugar**—The demand from the retail trade is larger than that of two weeks ago, but there is very little speculative buying. The market on raws is a little higher than a week ago and the market is reported as showing more activity. The Cuban crop, estimated now at 1,450,000 tons, is much short of the earlier estimates, and with the heavy preserving season just at hand many look for prices to advance.

**Tea**—Considerable excitement is manifested in low grade greens on this side, which have advanced about 7c per pound from the beginning of the season. The color situation has been responsible for nearly all of this. New Japans, Congous and Formosas are coming forward, all on a very firm basis. Advices from Japan indicate that Japans below 24c per pound in a large way may be much less merchantable than usual, on account of absence of artificial color. The tea market is in a healthy condition and the consumptive demand is fair.

**Coffee**—Prices are very firm and an advance is looked for by some, as the New York market is still higher than a week ago on both options and spot coffees. Prices in this locality should be advanced at least a half-cent to be on equal basis with other markets. The demand at the present is only fair.

**Canned Fruits**—Show quite an increase in price over past years at this season, which is thought to be caused by the exceedingly high prices at which dried fruits have been selling for several months. The Central California canners have announced opening prices on the entire line of fruits and most lines show an advance over prices of 1910 of about 109 per cent. Prices on Maryland strawberries are fully 15c per dozen higher than a year ago, and blueberry prices, which were just announced, show a still larger advance. Supplies of some canned fruits are very small and it is thought the market will be bare before the new pack arrives, which, as a rule, is some time in September.

**Canned Vegetables**—Spot tomatoes are about 5c per dozen higher than futures and are very firm. The demand is good. Prices have not reached so high a point as to curtail the demand, to any great extent. Futures are still selling slowly and most wholesalers do not seem anxious to take any great quantity. Much interest is shown in peas, because of the damage to the crop in different parts of the country and the fact that the pack will be much less than was first estimated. Corn is still in good demand and prices have been unchanged during the week. The crop prospects of corn is much better than either tomatoes or peas, although it is still too early to know just what the pack may be in any state.

**Dried Fruits**—Raisins are unchanged and quiet. Currants are in moderate demand at ruling quotations. Future prunes are slightly higher and the basis price, on the coast, and in a large way, is from 4 $\frac{3}{8}$ @5c, according to date of shipment. The demand is only fair. Spot prunes are very scarce, very high and in very light demand. Spot peaches are getting cleaned up, but the demand is only fair. Futures are probably a cent below the opening price, and the demand has been only fair. Spot apricots are very scarce and cut but little figure. Futures are so high that almost nobody is buying them.

**Syrups and Molasses**—On account of the flurry in corn, glucose has been marked up 5 points and compound syrup has been advanced  $\frac{1}{2}$ c. The demand for compound syrup is inactive. Sugar syrup is unchanged and quiet. Molasses dull at ruling prices.

**Cheese**—The market is firm and strong. There is only a speculative demand for high grade cheese and all receipts are being cleaned up on arrival. The average quality of the cheese arriving is very fine and there will likely continue to be a good speculative and consumptive demand at practically unchanged prices for some time.

**Provisions**—The recent advance has curtailed the demand and smoked

meats are not selling as well as usual at the season. Pure lard is firm at  $\frac{1}{4}$ c advance, and compound is steady and unchanged. Both show normal consumptive demand. Barrel pork is unchanged and is only in fair demand. Dried beef and canned meats are unchanged and quiet.

**Fish**—Cod, hake and haddock are unchanged and quiet. Domestic sardines are unchanged, both as to new and old, but the talk from the packing districts is very firm on account of unsatisfactory run of fish. Imported sardines are unchanged and quiet. Salmon is exceedingly high and firm; demand light. New shore mackerel has receded somewhat from its high prices during the week, and prices are 50@75c per barrel below a week ago. Other mackerel are unchanged, and the demand for mackerel generally is only fair.

### Toledo Jobbers Spend Two Days in Michigan.

Toledo, July 3—The trade extension trip into southern Michigan, undertaken last week by the Wholesale Merchants and Manufacturers' Board of the Toledo Commerce Club was most successful. The fifty-two tired, but happy, travelers returned to the city Wednesday evening over the Ann Arbor road, which had supplied the party with one of its comfortable gasoline cars.

The trade excursionists visited twenty-five Michigan towns during the two days—sixteen towns on Tuesday and nine on Wednesday. They went as far north as Mount Pleasant, which is about 160 miles from Toledo.

"We had a fine time," said J. Gazzam Mackenzie, president of the Toledo Commerce Club, who was in the party. "The tosehurnMichigantyd party. "The southern Michigan field is a splendid one. The people all seem prosperous and the crop outlook could not be better. Wherever we went we were treated royally by the people, who welcomed us with open arms and seemed genuinely glad to see us. It was the best trip the wholesale board ever had.

"The treatment we received from the officials of the Ann Arbor road was most courteous and the trip itself was far more comfortable than those we made last year in automobiles. There was no dust, no muddy roads and no rain. Our train was given the right of way on the line so that we could run on schedule time."

Fifty-eight tickets were sold to members of the Club, but six of them did not make the trip. The fifty-two who went all expressed themselves as more than pleased with the journey.

The towns visited Wednesday were Owosso, Carland, Elsie, Ashley, Ithaca, Mount Pleasant, Shepherd, Alma and Durand.

Fred C. Beard sails on the Mauretania July 5 for Liverpool, intending to spend the summer in England. He left the United Kingdom forty years ago and has been back only once since—twenty-two years ago. During his absence he will visit his aged mother in Cornwall.

People are often suspicious of a man who gets there with both feet.

# Detroit Produce Market Page

## Eighth Annual Convention of Michigan Bakers.

Detroit, July 3—The eighth annual convention and midsummer outing of the Michigan Association of Master Bakers will be held at Cedar Point, on Lake Erie, Tuesday, Wednesday and Thursday, July 18, 19 and 20. The place of meeting is an ideal point. Cool breezes blow continually across the blue waters of the lake and the accommodations are all that mortal men could desire. The Cedar Point Resort Co. has extended to us every courtesy in the way of special rates and the money expense of attending this outing will be less than any former one. The trip is worth more than it will cost merely as a little outing, regardless of the great benefits which accrue to every one of us who attend our annual gatherings. Besides the opportunity is afforded to renew old and form new acquaintances in the trade, resulting in friendships which make for the better understandings that smooth over many rough places in our business lines. The officers of the Association have so endeavored to arrange the order of business and social programme that the forthcoming convention will appeal to members and that all will arrange to be present during the days of the session.

A feature of this annual gathering will be a reception to master bakers and their ladies and associate members on Monday evening, July 17, at Hotel Griswold, Detroit, at 8 o'clock, under the direction of the Entertainment Committee of the Association. All Michigan bakers and ladies, as well as associate members, are urged to attend this reception and prepare for the good things that are to follow. "Ach Louie" will be the password, and no introduction is necessary.

All members, regular and associate, are requested to register at this reception.

On Tuesday morning at 8 o'clock master bakers and ladies will leave Detroit on the new steamer, Put-in-Bay, for Cedar Point, arriving at 1:30 o'clock in the afternoon. A delightful boat ride down the Detroit River and among the Lake Erie islands will be enjoyed by all. The Ashley & Dustin Steamer Line has made a special rate of \$1.50 to Sandusky and return, and from this point the ferry fare to Cedar Point is 15 cents for the round trip. Those desiring tickets can procure same at the reception at the Hotel Griswold, or by writing to the Secretary. The headquarters of the Association at Cedar

Point will be at Hotel Breakers. Special rates have been granted by the management.

The following is the programme:

At 8 p. m. Monday, July 17, a reception to master bakers and ladies and associate members will be held at Hotel Griswold, Detroit, under the direction of the Entertainment Committee. All bakers and ladies, as well as our associate members, are urged to attend this reception and prepare for the good things that are to follow. "Ach Louie" will be the password and no introduction is necessary.

On Tuesday, July 18, at 8 a. m., master bakers and ladies and associate members will leave Detroit on the new steamer, Put-in-Bay, for Cedar Point, arriving at the queen of American watering places at 1:30 in the afternoon. A delightful boat ride down the Detroit River and among the Lake Erie islands will be enjoyed by all.

10 a. m.—Meeting of Executive Committee on board steamer, Put-in-Bay.

1:30 p. m.—Arrive at Cedar Point. After registering at Hotel Breakers, the convention headquarters, go as you please.

"Every drop of pleasure sprinkled on the brow of care smooths away a wrinkle."

Wednesday, July 19.  
9:30 a. m.

Convention called to order.  
Address of welcome by James A. Ryan.

Response by President J. C. Kuechle.

Greetings.  
Reports — Executive Committee, Treasurer F. D. Sheill, Secretary E. F. Gunther.

Retting of minutes of last convention.

President's address.  
Appointment of committees.

Installation of the question box. Every baker is expected to contribute. Here is a chance to get some valuable information.

Evening—Banquet at Hotel Breakers, 8 p. m.

Thursday, July 20.  
9:30 a. m.

Questions from the question box.  
Miscellaneous business.

Reports of committees.  
Nomination and election of officers.

Place of meeting, 1912.

Introduction of new President.

Adjournment.  
The headquarters of the Association at Cedar Point will be Hotel Breakers, an ideal place for a meet-

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We buy EGGS, DAIRY BUTTER and PACKING STOCK for CASH

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



ing, located on the far-famed board walk and bathing beach, and right in the center of all amusements and activity. The management has made a special rate of \$1 per day, per person, two in a room, and \$1.50 per day, single—European.

The bakers have already signified their intention of taking their wives, and it is hoped to make the family gathering a feature of the convention.

E. F. Gunther, Sec'y.

#### What Other Michigan Cities Are Doing.

Written for the Tradesman.

Ten thousand Moose, more or less, will browse in Detroit the week of August 21.

The first good fellowship meeting of the Bay City Board of Commerce, held last Friday night, drew an attendance of over 500 men and was a decided success. The Bay City boosters made President Taft an honorary member of the Board. The head of the Nation has promised to visit Bay City this summer.

The Michigan Central's change of the division point in the Detroit-Chicago passenger runs from Jackson to Kalamazoo brings apprehension to the former city and rejoicing to the latter. Jackson is afraid now of losing the junction shops, although this is not probable.

Saginaw's fourth annual Industrial Exposition will be held in September, with John N. Southgate, Secretary of the West Side Business Association, as Manager.

The Lansing & Northeastern electric line has begun to operate cars, the first car arriving in Owosso last week.

Postal savings banks will be established in Michigan cities on the following dates: Albion, July 10; Hancock, July 13; Big Rapids, July 27.

Saugatuck has passed an ordinance making it unlawful for anyone to operate gasoline craft within the limits of the town "without having its exhaust properly and sufficiently muffled." The sputtering boats are not conducive to sleep and peace of mind.

The Adrian Board of Education has added agriculture to the high school courses and the Saginaw schools will give training in gardening.

The old conflict of poplar trees and sewer systems is on at Cadillac and the "popples" will be killed. Mayor Dunham, armed with his little ax, will start the ball rolling Aug. 1 by girdling the trees in front of his home.

Marshall has adopted a new system of street lighting, which calls for Tungsten incandescents upon posts 66 feet apart, each post having four 60 watt and one 100 watt lights.

Battle Creek has adopted an ordi-

nance requiring that all buildings erected hereafter in residence sections must set back at least 30 feet from the street line, in the interests of a more beautiful city.

Almond Griffen.

#### Closing Three Nights a Week a Success.

The Tradesman recently published a letter from O. E. Mott, general dealer at Dundee, copies of which he sent out to his customers, enquiring if they would be willing that he should close his store three nights a week, so as to give himself and clerks more opportunity for rest and recreation. The project appears to have met with the approval of the customers of the store, judging by the following letter from Mr. Mott:

Dundee, July 1—Please find enclosed clipping from the Dundee Reporter. This will explain the results of the letter sent to the farmers. I wish to add that we have been closing ever since and shall continue same. I do not think it has hurt my trade in the least, but rather has been a benefit. I see no reason why merchants in towns of five hundred or over can not close and have a little time to themselves. The clerks not only appreciate it, but the boss does also. I certainly can vouch for this. I thank you for the consideration you have given this matter and hope it may be of some use.

O. E. Mott.

The newspaper advertisement he refers to is as follows:

Farmers Say Close the Store.

Ninety-five per cent. of the replies received by Mr. Mott, in answer to his letter sent out to the farmers regarding the closing of his store every other night in the week were most encouraging, with but a few exceptions; in fact, small indeed, so commencing the first of next week our store will be closed on Monday, Wednesday and Friday nights at 6 p. m., standard time, during the spring and summer months; but remember we will be open Tuesday, Thursday and Saturday nights from 9 to 12, as trade demands, and we promise to serve you the very best we know how. We again repeat, that we appreciate the way the farmer patrons have shown an interest in us, for it is an act of kindness on the part of every one. A few did not reply to our letter, but came to the store and expressed themselves, and we wish to thank them.

Again we thank you and trust to see you at the store often, and farmers will greatly favor us by telling their friends and help that we are open on Tuesday, Thursday and Saturday nights, and close other nights at 6, standard.

O. E. Mott and Clerks.

It takes an expert to stand a cross-examination without getting confused.

#### Drawing Power of the Unusual.

Written for the Tradesman.

As I was coming down Vine street this afternoon I witnessed an incident that started me to thinking on the drawing power of unusual things.

I suddenly found my way blockaded by a crowd of three scores of people, more or less, all apparently eager to get a nearer and better view of the window of a small shop.

Glancing up I observed that the little store was a repair shop, and immediately an interrogation point dangled on the thread of my conscious thought: namely, "What is it about this repair shop, reeking with the odor of sole leather and ink, to interest so many people all at the same time?"

I edged my way up towards the center of attraction and stood on tiptoe to get a view of what was going forward in the display window. Now, after elbowing my way through the outer periphery of that throng, standing on tiptoe and craning my neck at an extremely undignified angle, what d'you suppose I saw? A snake swallowing a rabbit? Not that. A two-headed calf or a four-legged chicken? Guess again. I saw a repair man sitting in that window engaged in half-soleing a pair of old shoes. I glanced at the sole-leather which he was industriously (and skilfully) nailing on, and I saw it was the ordinary chrome-tanned sole-leather; and the small implements of his craft lying in their compartments at the end of the dinky little bench on which he sat, appeared not unlike those with which we have been familiar always; and, as far as I could see, he seemed to be doing, in the ordinary way, a simple stunt in the matter of rejuvenating an old pair of shoes.

He worked rapidly and deftly, and appeared to be wholly unmindful of the interested spectators in front of the window. And while I was looking (which was the fractional part of a minute) he was putting on the finishing touches of his part of the operation on one shoe, and having so done, he passed it back to another operator who proceeded to finish the job on the combined sanding, buffing and burnishing machine.

Insofar as I could see, there was nothing exciting, nothing mysterious, nothing outlandishly spectacular in anything going on either in the window or the little shop back of the window. And yet there was the fact of that eager, interested crowd of people, which seemed to remain about the same; for as some of them left, others took their places.

Now all of the people in that crowd thronging the repair man's window—and the crowd was composed of men, women and children—wore shoes, and most of them had probably worn shoes, at some time or other, that had been repaired. And in a way, all of them understood the process of building up a shoe heel that had been

worn down or rounded off; and understood the process of cutting off a worn sole and nailing (or sewing) on a piece of new sole-leather.

The novelty in this situation wasn't so much in the thing done, as the circumstances under which it was done. The repair man was out of his usual place, back in the shop, and was sitting there in the window. If he had been sitting back from the window in the interior of the shop, there wouldn't have been any crowd in front of the place. Everybody would have gone on about his or her business. But when the craftsman cleared out the window, and moved his little bench right there in plain view, he became something more than a craftsman: he became an advertisement.

There is a drawing quality in novelty.

Things that are different are the things that interest us.

And a very little circumstance can sometimes impart this novelty-element.

Sometimes in our efforts to invent something radically different and conspicuously clever, we overlook the rich possibilities in little things.

A thing does not have to be so wonderful in itself to secure people's attention; what is required is only that it shall be somewhat out of the ordinary.

It is the unusual that attracts.

Jas. Ferguson.

#### Husbands To Be Their Own Cooks.

A Chicago judge has put down an unreasonable husband with a stern hand. This man forced his wife to rise before 4 to cook his breakfast.

"If you can't cook, don't get married," was the judge's word to his fellow man; "the husband should get his own early meal; and not only that, he should carry a cup of piping hot coffee or chocolate to his wife while she lies cozily in bed."

Here is food for thought for those lost souls who imagine that a wife is a cook and nothing more.

Empty heads are the easier turned.

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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.

July 5, 1911

### SAVE THE BIRDS.

A constitutional amendment giving Congress power to protect migratory birds and to regulate the killing of them was offered in the Senate a few days ago by Senator McLean, of Connecticut. This measure should receive the hearty support of the entire Nation. State laws even where they exist, can only in part do the work of protection for the migratory birds. And too often those which we in the North cherish most highly are slaughtered by the hundred when making the semi-annual trip to or from the southland.

This may be largely through ignorance. Those viewing the immense flocks passing over can little realize how they are scattered except during the brief period of migration. We who are accustomed to the great flocks of blackbirds in autumn well know that during the breeding season they are so scattered as to be a detriment to no one, and that their good work is none too much. Were we familiar with them only at this period we might easily conceive the idea that their numbers were so great as to insure perpetuity.

The insect and seed eating birds are a necessity. We should have already learned that the age of insects is almost at hand unless we protect the birds. One of our best authorities has sounded the note of warning that we will be birdless in a decade unless we protect the birds. And it is much easier to do it now, when they are still so plentiful that with reasonable help they may increase instead of diminish in numbers, than to wait until they are on the verge of extermination. In fact, this stage has been reached in certain cases. Let us commence at once. Work with our own Congressmen is not only a privilege but a duty. Public sentiment can do much, but it needs legislative authority back of it.

### STRIKE FOR REVENUE ONLY.

Sure, the furniture strike is still on and MacFarlane and his worthy bunch will keep it going just as long as it represents for them the easiest and best paying job they can find during the heated period. They are drawing their salaries as professional friends

of labor and their expenses and their nice little rake off on the side, and as long as this keeps up what inducement have they to send the men back to work? The strike will go on, officially, just as long as there is anything in it for the leaders. When it ceases to be profitable the leaders will jump town and their poor dupes will have to shift for themselves as best they can.

The evidences are accumulating that the workmen are getting over the spell wound around them by the MacFarlane gang. The factories are reporting daily accessions to their working forces and some of them are already so fully manned that they are picking from the applicants instead of taking all who offer. Some of the recruits are from out of town, but most of them are Grand Rapids men who prefer honest industry at fair wages to idleness and a precarious strike benefit. This movement back to the factories is gaining in strength.

The arithmetic of the strike is enjoying the attention of some of the workmen. The strike has been in progress eleven weeks. For the \$2 a day men this means a loss in wages of \$132. One of the demands formulated by the MacFarlane gang was for a ten per cent. raise in wages. Should this increase be granted now the \$2 a day man would receive \$1.20 a week additional and it would take 110 weeks or more than two years to catch up on what he has lost in time and wages. Another interesting mathematical phase of the situation is that in the last five years the manufacturers of their own accord increased wages an average of about 16 per cent. and had they been allowed to work out the problem of wages and hours in their own way and time, the conditions of labor undoubtedly would have been still further improved. What has the attempt to unionize the town through striking methods brought to the labor of Grand Rapids?

### SEVENTEEN-YEAR LOCUST.

Periodically the alarm is sounded that the seventeen-year locust is due to arrive, a prophecy which always causes more or less consternation—an innate sense of feeling, perhaps in part, transmitted through the Mosaic account and made more real by the large numbers in which the insect is still wont to appear. But as time passes without a resulting famine, the warning and its sequel are forgotten until the cycle of life again swings around.

Since they are due this season in many parts of the country, a glimpse into their life history may seem opportune. There are many false impressions connected with this very real insect which requires many years to complete the life perfected by many insects several times during a single season. The "locust," which is not a locust at all, but is known to science as a Cicada, is closely related to the well known harvest-fly.

The adult female lays about 500 eggs in small slits made by it in the twigs of trees, sometimes injuring orchards materially in this way. This act closes its life, the mate having lived for a still more brief time. The eggs hatch in about six weeks, the

young nymphs burying themselves in the ground, where they live upon the juices of the roots of trees for seventeen years. In the South there is a variety completing the cycle in thirteen years.

Doubtless some stray members of the family are with us every year, but they are so few as to attract no notice. It can readily be seen how the coming of the immense broods in stated places at stated times can be so accurately foretold. And while it is very easy to imagine the marking on the wings to be either a "P" or a "W", the insect thus bringing either peace or war, its life is so short and it is so precious a morsel for the birds that the destruction wrought in its path usually falls far short of what tradition leads us to anticipate in its coming.

### BREAD IN THIRTY MINUTES.

This is the record out in Kansas the other day, according to dispatches. To be specific, at 3:14 the header went into the field, and just one minute later the harvested wheat was in the threshing machine. At 3:23 a touring car containing it wheeled up to the mill, and six minutes later it was transformed into flour. At 3:30 the flour was delivered to a baker, who made it into biscuit which were taken from the oven at 3:44, just half an hour after the machine was in the field.

This is rushing things pretty fast, yet it is a useful lesson to us regarding the possibilities of machinery. Agriculture has rightfully been termed a slow process. Man has had not only to wait for nature, but to work with poorly equipped machinery, such as would be scoffed at in the industrial world. While the mower and reaper are way ahead of the scythe and sickle, the power to run the more modern machinery has always been limited. The horse, until recently the unit in all mechanical power, cannot be materially increased or diminished. And if the numbers are increased, there is the cumbersome feature in which each individual gets more or less in the way of the other.

Scoff as we will at the Standard Oil Company, it has placed gasoline within the reach of every one and the inventive mind has harnessed it to machinery which will soon move the world, or rather, feed it. The farmer has no more right to plod along behind a slow moving horse than the manufacturer to depend upon the old hand loom. Time is as precious in agricultural as in industrial centers. This record-breaker along the bread lines is but a forerunner of common custom. The time is near when machinery will have as large a part in feeding the world as it now takes in clothing it; and speed will be essential an element in success as its efficiency:

It is a great honor to be the mayor of the town, to go to the Legislature, or to hold some other office of trust and responsibility; but it is a greater honor to have the reputation of having the best store in town, of "keeping the quality up," and giving everybody a square deal who trades with you.

### THE DAY WE CELEBRATE.

Yesterday was an anniversary than which none is more honored by Americans. The adoption of the Declaration of Independence on July 4, 1776, brought into existence a new nation. Limited as were its resources, precarious as was its position, it was destined to become one of the foremost of world powers. We who stand in the blaze of the noon-day sun can not easily realize the difficulties of those who fought and struggled in the dawn. Yet shall none of us forget what we owe to the makers of the Republic—and not we alone, but the world. Never did the work of Washington and of Jefferson, of Franklin and of Adams, shine with more refulgence than in these latter days. Never did the nation they founded occupy a prouder, a more honored position.

The older civilizations look to the New World as to their leader. They see that in industrial and commercial methods they have fallen behind the young giant of the West. They are coming to us to learn how to run their mills, operate their railroads, conduct their stores. Acknowledging the increasing supremacy of the United States as a producer, they observe that this supremacy is due not merely to the natural resources of the country, great as these are, but to the ebullient enterprise, the indomitable energy of its people.

We may well be proud of the record we have made. Yet in many respects it is but a beginning. There is still much to be done. We have taught the world many lessons. Before many years are passed we shall teach it more.

Sealskins sold recently at Seattle for \$48, the highest price ever received at that fur agency for green skins. Last year the top price reached at any time for the pelts of fur seals was \$30. The great scarcity of the herds in the North last fall and the protection afforded the animals by the watchful agents of the government prevented fishermen making large catches. This year it is predicted that the number of skins taken will fall below all records and that next year the price will soar to nearly \$100. Seal for commercial use is growing in demand as the supply decreases. Because of the immense profits seal farming on the islands of the North and on the mainland of both Alaska and British Columbia is being attempted. It has been found that seal do well in captivity when close to their native breeding grounds.

A New York man who died recently has caused his heirs no little trouble because he signed his name at the bottom of the first page of his will, which invalidates all that portion that was contained in the following pages, and the courts will be called upon to settle the matter.

It is not better to give than to receive unless you give cheerfully.

Nearly every gift that is made has some sort of a string tied to it.

There is no fun in being wicked if nobody pays any attention to it.

### WORLD'S WONDER CITY.

The city which is built on the Island of Manhattan and is known as the American metropolis is, as to its construction, a wonder of the world. Its houses climb more loftily into the sky, their foundations burrow down more deeply into the earth, and the little island containing them shelters upon its nineteen square miles of territory space for space more people than does any other city on the globe.

An imaginative writer in the New York Dry Goods Magazine for June has undertaken to picture the Manhattan metropolis as it will appear at the close of this twentieth century and the dawn of the twenty-first. He says:

"So far as the skyscraper is concerned, we are only in the infant class of knowledge regarding its uses. He is a weak-kneed prophet who would not stake his pile on the prediction that the twenty-first century will see scores of buildings along the Manhattan rock ledge at least 2,000 feet high, with express elevator conductors answering to the passenger's cry, 'Put me off at floor 189.'

"But architectural development in the New York of the future will not be exclusively upward. Even now there are signs of a movement in the opposite direction, a movement toward the center of the earth. The subway and tunnel systems foreshadow an underground architectural expansion for a multitude of industrial and commercial ends.

"Give rein to fancy. Place yourself at the head of the reservoir in Central Park, the charming pleasure ground that lies midway between will become the chief lanes of commercial activity North and South.

"Distinguished engineers assert that there is no convincing reason why the park could not be successfully mined, tunneled and excavated below a uniform or average crust of twenty feet, for the purpose of the extension of Sixth and Seventh avenues from Fifty-ninth street to One Hundred and Tenth street and the extension of the cross-town streets from Fifth avenue to Central Park West. When the sundered avenues and streets have been joined in subterranean wedlock beneath the turf and boskage of the park, what is to prevent an expansion of the excavations along the passageways and the construction of arcades, shops, bazaars, warehouses, cellars or other receptacles or chambers for storage or display?

"Underground development on a large scale is foreshadowed by the talk of moving sidewalks below the surface, with privilege to owners of cellars along the route to build show windows. It is foreshadowed in the plans of the latest of the skyscrapers in Broadway, calling for three stories below ground. Sanitary experts admit that life in the sixth story down would be entirely comfortable, now that invention has found a method of carrying to a depth of 300 feet air of as good quality as can be had 300 feet above the surface. In the heyday of the 2,000-

foot commercial building on Manhattan Island as many as ten stories will be below the level.

"Before a hundred years have passed the city will have witnessed with but slight astonishment a development of its underworld that would seem magical to us. The evolution will be entirely logical.

"Subways will underlie all the principal thoroughfares and the owners of buildings along the lines will utilize their premises on the level with the tracks for trade exhibitions at points other than stations. In this fashion, moreover, the monotony of subway travel in 2000 A. D. from Oyster Bay or Pocantico Hills to Wall street or the department store district will be relieved by a sparkling panorama, a succession of well-dressed windows, ablaze with personal ornaments, filled with objects of vertu, hung with the maddening confections and concoctions with which Dame Fashion will plague civilization.

"When the chief streets of Manhattan are lined with commercial precipices that reach for foundation into plutonian depths it will be every whit as logical to furnish access to the portions below ground by tubes for pedestrians along the frontages as to meet the now confident expectation of architects that the skyscrapers of the future will be linked by elevated sidewalks and bridges hundreds of feet aloft."

There is not in modern history any parallel to the position of New York. It has been the chief city of the Western Hemisphere because of its great harbor and its lake and canal connection with the Mississippi Valley, the treasure house of the natural wealth of the Western world. In 1840, as shown by the official census, New York was in danger of being overtaken by New Orleans at the sea gate of the great interior valley. New York then had a population of 369,305. Baltimore was the second city with 102,313. New Orleans, with 102,193, was third, with only 120 souls behind Baltimore. As for Boston, with 93,383, and Philadelphia, with 93,665, they were left behind, while St. Louis and Chicago were villages. But the building of railroads from the Atlantic ports westward built up the other cities, while New Orleans was deprived of all business by the Civil War. These are facts that it is worth while to note.

The only ancient city that was a world's wonder was Babylon the Great. Built in the once fertile valley of the Euphrates, in a situation which, according to ancient tradition, was the seat of the primeval Paradise, for 400 years the name Babylon was the symbol of earthly power and dominion. Alexander the Great was its last emperor, and soon after his death there it went out of notice, and really out of existence. Its greatness had not arisen from being the capital city of a mighty empire but from being a central gathering place for the trade of the Orient on the great caravan routes between the Far East and Central Asia with Europe.

It was not conquered by powerful foes that destroyed the mightiest of ancient cities, mightiest because of its commercial supremacy, but by the opening of a ship route through the Persian Gulf and the Red Sea to a point where a canal was cut to the River Nile and thence to Alexandria at the river's mouth, when Europe was reached through the various Mediterranean ports. No great commercial metropolis was ever destroyed by wars. Loss of business importance through the diversion of trade routes was always the chief factor in their undoing. Besides Babylon, Tyre, Carthage, Cadiz or Gades, Antioch, Constantinople and Venice are all examples.

Magnificent buildings, resplendent with marble and crystal, and towering to the clouds, do not make a great city, but industry and trade, manufacturers and commerce. Today all the food consumed in the mighty metropolis is grown in the great Mississippi Valley; all the coal, iron, oil, cotton, wool, timber, copper, gold and silver manufactured in New England and the North Atlantic States are carried eastward over the mountains from this grand storehouse of Nature, the Mississippi Valley.

One day, not distant, either, the great body of the people working in the mills and factories of the Eastern States will be driven by the urgent demands of economy to move nearer the nation's food supply, and for a like reason the mills and factories will be moved to the neighborhood of the mines, the cotton fields, the forests and all the sources of supply of the articles that are wrought and fashioned in the mills and factories, and then there will be great changes in the centers of population and of trade routes, and they will work their effect upon the modern world. It is all in accordance with natural laws that may not be defied with impunity.

Reliable information adds to the wonders of East Africa a soda lake whose area is about 30 square miles. The deposit at Magadi is divided into distinct layers of soda, the topmost being ten inches thick. Imagine a lake filled with solid soda instead of water. The surface is hard and resembles pink marble. During the short rainy season the lake is covered over by a few inches of water, which quickly disappears when the season is at an end. Like everything else, this singular formation has a "mother." The natives say when a block of soda is removed the "mother liquor" rises to the surface and at once begins to form a fresh crust. You may thus work the same spot year after year and procure the material freshly made. The British expedition bored a hole about nine feet deep, and found crystals all the way. They believe the formation is solid. Even a depth of nine feet would mean 200,000,000 tons.

In the eyes of the modern reformer whatever is, is wrong.

Brass is a poor substitute for brains.

### CURRENCY REFORM.

President Taft, in his address recently before the New York State Bankers' Association, gave renewed indorsement to the Aldrich currency reform plan. He pointed out that there can be no intelligent congressional action until a healthy public sentiment has been created along the lines of the Aldrich plan. He deprecated any disposition to drag the currency reform problem into partisan disputes, as it was entirely a non-partisan issue.

The President sought to correct the impression that the Aldrich plan would tend to centralize the control of the money market in the hands of Wall street, declaring that it would have just the opposite effect, as it would practically combine all the National banks of the country and at the same time equalize conditions in every section, making the resources of one group of banks accessible to all, with uniform security and stability.

Unfortunately for currency reform, the masses of the people have become so wedded to the existing imperfect system that they can not be brought to approve any plan which marks a radical departure from existing methods. The people have so long depended on the Government's credit alone for the stability of the currency that they have become practically incapable of putting any confidence in any other system, although in all other countries the currency system differs radically from ours and approximates closely the plan proposed by the Monetary Commission, of which Senator Aldrich is chairman.

The defects of our present currency system are well known to financial people. Its utter lack of elasticity has been productive of a number of panics and has compelled the adoption of all sorts of makeshifts from time to time to supply the circulating medium that our currency laws withheld. The National bank currency, although it has helped the sale of Government bonds, has always fallen short of providing the necessary expansion of the circulating medium in periods of monetary stringency.

That currency reform is necessary everybody admits, and President Taft is right in holding that it should not be attempted in any partisan spirit. At the same time it is evident that a long period of educating the public mind will be necessary before any definite change in present methods will be possible.

German silver has no silver in its composition. It is a compound of copper, zinc and nickel. The proportions of each metal vary according to the use to which the mixture has to be applied; but, speaking generally, it may be said to consist of 55 parts copper, 25 zinc and 20 nickel. The metal called "nickel silver" has less zinc and more nickel in its composition. It is harder and whiter than the German silver and is admirably adapted as a base for electro plating in such articles as forks and spoons.

# Financial

## Quotations on Securities Handled By Local Brokers.

|                                     | Last sale. | Asked. |
|-------------------------------------|------------|--------|
| Am. Gas & Electric, common          | 56         | 57     |
| Am. Gas & Electric, preferred       | 43½        | 44½    |
| Am. Light & Traction, common        | 297½       | 298½   |
| Am. Light & Traction, preferred     | 106½       | 107    |
| Cities Service, common              | 70½        |        |
| Cities Service, preferred           | 79½        |        |
| Commonwealth P. R. & L., common     | 60         | 60½    |
| Commonwealth P. R. & L., preferred  | 90         | 90½    |
| Empire District Electric, preferred | 80         | 80½    |
| General motors, com.                | 53½        | 54½    |
| General motors, pref.               | 88½        | 89½    |
| Grand Rapids Railways, preferred    | 83         | 85     |
| Lincoln Gas                         | 24½        | 26     |
| Mich. Pacific Lumber                | 10½        | 12     |
| Mich. State Telephone, preferred    | 99½        | 100½   |
| Bonds.                              |            |        |
| Denver Gas & Electric 5's           | 94         | 94½    |
| Grand Rapids Railways, 5s           | 100½       | 102½   |
| G. R. Gas Co.'s, 5's                | 100½       | 101    |
| Jackson Gas Co.                     | 96½        | 100    |
| Kalamazoo Gas Co.                   | 97½        | 100    |
| Saginaw City Gas                    | 98         | 99     |
| Empire District Electric, 5's       | 79         | 80     |
| Grand Rapids Bank Stocks.           |            |        |
| Com'l Savings Bank                  | 159        | 161    |
| Fourth National Bank                | 185        |        |
| G R Savings Bank                    | 160        |        |
| Kent State Bank                     | 250        |        |
| Mich. Trust Company                 | 325        |        |
| G. R. Nat'l City Bank               | 159        | 160    |
| Old National Bank                   | 196        | 198    |
| Peoples Savings Bank                | 215        |        |

### Bank Clearings Apparently Not Affected by Strike.

An interesting question might be if this city, in the matter of a supposed business depression, is not more scared than hurt, if the depression is not a state of mind rather than a tangible fact. It is true the city's chief industry has been more or less crippled for nearly three months by an unreasonable and unwarranted strike of union employes, and this, no doubt, has a tendency to make people hesitate about spending money, but if there is anything seriously wrong with business the bank clearings do not indicate it, and the clearings, as a rule, serve as a tolerably accurate index of conditions. The clearings for June totaled \$11,138,875.43, a gain of approximately 2 per cent. over June, last year, and making the largest June showing in the history of the local clearing house. The total is half a million more than in June two years ago and two and a half million more than in June, 1908. For the half year, with January, April and May showing decreases and February and March

about stand-offs, the total shows a shrinkage of less than 2 per cent., as compared with the same six months last year, and yet the total is 12 per cent. greater than for the same six months in 1909 and about 30 per cent. better than in 1908. Except last year the six months shows a greater total than in any former year. In the light of these figures the question may again be asked if the business depression is not, after all, a state of mind rather than a fact.

William H. Anderson, of the Fourth National, has gone to Vermont, accompanying his wife and son, who will spend the summer there. For two years their son, Roger, has been a severe sufferer from a trouble that is believed to have had its origin in an ulcerated tooth, the poison getting into the system, and it is hoped that the open air life in the mountains this summer will be helpful to him.

Wm. A. Watts, of the Preferred Life Insurance Co., has become a forty acre power farmer. He was visiting at his old home in Lowell a few days ago and took a ride into the country. He saw a farm whose owner seemed to regard a fine young ten acre apple orchard as so much waste land. It occurred to Mr. Watts that if the owner did not realize the possibilities of his orchard he might be willing to sell and he thought the price might be around \$100 an acre. He asked the owner in a casual sort of way if he wanted to sell and the owner seemed glad to have the subject mentioned, and he named \$1,050 as the amount he wanted for his holdings, this to include the growing crops. Mr. Watts was willing the farmer should stay until after harvest and take the crops himself except from the apple orchard, and in consideration of this the price was cut to \$800, which Mr. Watts paid the next morning and took the deed. He got the entire forty acres and a fair lot of buildings for less than he was willing to pay for the orchard alone, and expects to get his money back this fall on the apples. Next year he will spray, prune and otherwise care for the orchard and believes it can be made a good thing.

The Kelsey & Brewer Co. has sold its interest in the Kankakee gas and electric properties and, it is stated, has cleaned up something like a quarter of a million on the deal. The property is capitalized at \$1,000,000 and bonds are outstanding to the amount of \$450,000, in addition to \$250,000 underlying bonds. The stock, it is understood, was sold at around 30.

The Grand Rapids National City Bank has purchased a machine for executing and trimming bank bills. The bank bills, or circulation, as it is called, comes from Washington in untrimmed sheets of four and the law requires that they shall be sign-

ed by the president and cashier before being issued. The bank officers formerly attached their signatures with pen and ink, but as bank circulations grew this became time consuming and laborious. The rubber stamp method of signing up was finally sanctioned, and then as a still more rapid method was desired the department gave its approval of running the sheets through a printing press to have the facsimile of the names printed in. The Grand Rapids National City used to send its sheets to a printing office to be printed and then cut and trimmed on the paper cutter, a clerk from the bank standing guard over all the operations as a precaution against any of the bills getting away. The Old Na-

**Merchant's Accounts Solicited**  
Look for our advertisement next week.

## GRAND RAPIDS SAVINGS BANK

Only bank on North side of Monroe street.

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.



## 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

3½ %

Paid on Certificates

You can transact your banking business with us easily by mail. Write us about it if interested.

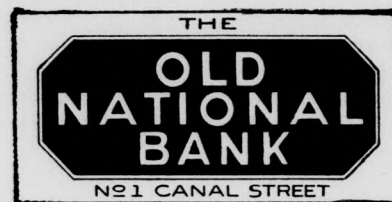
## Grand Rapids National City Bank

Capital \$1,000,000

Surplus and Undivided Profits \$350,000

Solicits Your Business

Capital \$800,000



Surplus \$500,000

Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3½ % if left one year.

## 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 L. Z. CAUKIN, Cashier  
JOHN W. BLODGETT, Vice Pres. J. CLINTON BISHOP, Asst. Cashier

This bank pays 3 per cent. on Savings Certificates if left 6 months, and 3½ per cent. if left one year.  
On Savings Books we pay 3 per cent. if left three months and compound the interest semi-annually. We solicit your patronage.

tional did the same, but now has a small printing press of its own and the work is done in the bank. The new machine just purchased by the Grand Rapids National City prints, cuts and trims in a single operation and does it perfectly and as rapidly as the sheets can be fed into it and the crank turned. The bills come out neatly piled into four compartments of the exact size. The Fourth National still uses the rubber stamp and cuts and trims the bills on a hand paper cutter. The Grand Rapids has \$1,900,000 circulation and issues an average of about \$10,000 in new currency to replace old bills sent in for redemption. The Old National has \$800,000 outstanding and the Fourth \$300,000. The redemptions run about 1 per cent. a week.

The Peoples Savings Bank is considering plans for the improvement of its building, at Monroe and Ionia streets, by giving it an ornamental front and side to match.

The Fourth of July fell on Tuesday this year and this suggests that a sensible reform in the calendar might be to make all holidays come on Monday. With the banks closing at 1 o'clock Saturday afternoon the clerks would have two full days at the Saturday half holiday for recreation and enjoyment, and this would give them time to do things worth while. As it is they have Sunday to themselves, must work Monday, and Tuesday they are off. With little dabs of resting time the holiday becomes an aggravation rather than a relief, a disturber of business instead of an opportunity for a good time. The more satisfactory to everybody and also more sensible.

The plans for the addition to the Michigan Trust building were sent to the contractors to figure on by Williamson & Crow last week, and it is expected the contract will be awarded about July 15. The annex will be ten stories, corresponding in style with the present building and will close up the gap between the present building and the Shepard block on Ottawa street. The Michigan Trust Company will expand into the annex and some time ago appropriated \$75,000 from the undivided profits for new furniture and fixtures and special equipment.

#### Germany's Answer to Hard Problem.

Germany, the first in many ideas of reform, has endeavored to solve the servant girl question in a way which at once places the work on a higher basis. It has determined to give to the work of the workers in the house the same dignity accorded the workers in the factories and mills by holding a massmeeting under municipal auspices, where the questions of mistress and maid were discussed and a "formal agreement to serve as a general basis for the relations between the employer and employe" was drawn.

The state will endeavor to "solve or make less vexing" all the questions upon which the disturbances in the household hinge.

He who is never satisfied with any thing satisfies no one.

#### Parting Company With the Credit Business.

Boon, June 29—This is my thirteenth business anniversary of doing business on a credit basis. I have figured this thing up one side and down the other, and while it may seem to others that I have made some money, it is a mistake. I have not. I have just made a living by working 365 days a year for thirteen years, and laid awake two-thirds of each night figuring how I was going to meet my bills, and I now find as I am taking my thirteenth inventory that the only remedy is to go on a strictly cash basis.

It is up to me to go on a cash basis or go broke. As I am like all the rest of you, I do not care to throw away my lifetime earnings this late in the day.

Therefore I have resolved that, commencing June 1, 1911, and from that time on, I will sell goods on a strictly cash basis. No credit whatever. Everybody's money will look alike to me and have the same value and purchasing power, and I will show you prices that will make you take off your hats to me, whether you want to or not.

I will show you that I can sell goods as cheap as any catalogue house in the world, and I pay the freight.

All I ask is for you to give me the same share of your business as you have heretofore, and I will show you that I will save you more money than you have ever saved before on your purchase of merchandise. My books show me that I have over \$3,300 on them, of which there is only about \$1,300 collectable. This shows a loss of \$2,000 to me and you also. Now if you will give me your business for the next thirteen years we will have \$2,000 to divide up with you in dividends, besides the 15 to 20 per cent. we will save you on your purchases.

Enclosed herewith I hand you a list of prices you will have to pay on my new cash system, and by a comparison of the old prices you can see your gain.

I thank you for the liberal patronage you have accorded me in the past and hope to enjoy a continuance of the same in the future.

A. Schwartz.

#### Danger That Threatens Home Life.

"The great danger which faces the home life of to-day is that young people will have things too easy because of what their parents do for them," said the Rev. John Timothy Stone in a recent address. "It is not always good to have everything you want. It is a good thing to have obstacles to overcome. Life does not consist in playing a good hand fairly; it consists in playing a bad hand well."

The Rev. Mr. Stone was attempting to hold up the mirror before the parents whose indulgence of their children has sent their children to ruin. All parents might take a peek therein.

Perhaps the average parent sets for himself no harder task than that of denying the child of his heart the

gift of something that child wants. Parent love prompts the purchase of everything the young mind craves. Often the mind says "no" while the heart urges the parent on with the purchase.

"I never had a toy train when I was a youngster," says the man; "and I always wanted one. Now, my boy shall have all the trains he wants."

"I had no time for play when I was a girl on the farm," says the mother. "Now my daughter shall enjoy her young girlhood."

We carry out our frustrated ambitions—from the toy train to a well moneyed college career—through our sons and our daughters, and we rear sons and daughters with no ambitions to pass on to the next generation, because we have made life too easy for them.

All over the land to-day this is being proved. The man who has worked himself into brain fog that he may leave a life of ease for his children came from sturdy stock, but he is leaving the stock weakened.

#### Still Another.

"I was trying to do some business in a North Dakota town," said the Chicago drummer, "and I ran up against about the meanest lot of town officials I ever bumped up against. The mayor, his clerk, the recorder, the marshal and an alderman were named Ryder, and they all bothered me at every point. I finally gave up in disgust and said to the landlord of the inn:

"Nice old town you have here!"

"What's the matter?"

"The Ryder family seems to run it."

"Hush!"

"What shall I hush about?"

"He took me into the dining-room and closed the door and whispered:

'Yes, the Ryders do run the town.'

"But why do the rest of you permit it?"

"We can't help it; they've got the influence."

"And what is the influence?"

"There's a Ryder who is captain of a baseball team, and what he says goes."

"Any more of the family left?"

"One more, and he takes office next week! Hush! Not a word! If it was known I had talked with you I'd lose my license."

#### A Great Convenience.

"You have placed all the large berries on top."

"Yes," replied the affable dealer. "That saves you the trouble of hunting through the box for them."

## BONDS

Municipal and Corporation

Details upon Application

E. B. CADWELL & CO.

Bankers. Penobscot Bldg., Detroit, M.

#### GRAND RAPIDS

FIRE INSURANCE AGENCY

THE McBAIN AGENCY

Grand Rapids, Mich. The Leading Agency

WE WILL

## BUY---SELL---QUOTE

Securities of BANKS, TELEPHONE, INDUSTRIAL AND PUBLIC SERVICE CORPORATIONS

C. H. CORRIGAN & COMPANY

343 Michigan Trust Building

Grand Rapids, Michigan

Long Distance Telephones—Citizens 1122, Bell 229

## BOND DEPT.

of the

## Continental and Commercial Trust and Savings Bank

The capital stock of this bank is owned by the Continental and Commercial National Bank of Chicago.

**Combined Assets over \$200,000,000**

Offer high grade Municipal, Railroad and Corporation Bonds and Debentures to yield investors 3½ to 6%. Correspondence invited.

J. E. THATCHER, Michigan Representative, 1117 Ford Building.

GEO. B. CALDWELL, Manager Bond Department.

We Only Issue Plain, Understandable

## LIFE INSURANCE POLICIES

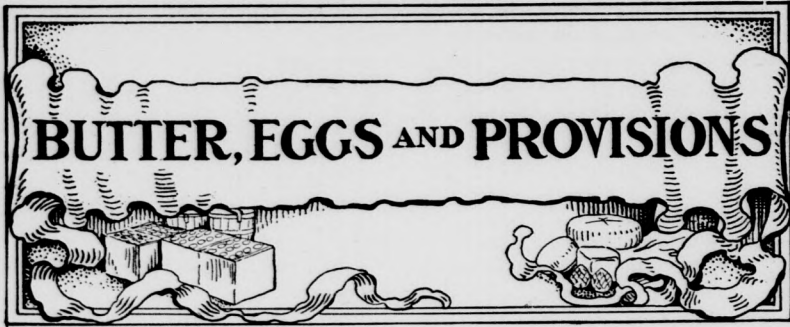
With Guaranteed Values. Lowest Rates.

The Preferred Life Insurance Co. of America

Grand Rapids, Mich.

JAMES R. WYLIE, President

WILLIAM A. WATTS, Sec'y and Gen'l Mgr.



### How To Get Better Cows.

When a milk producer becomes fully convinced that there are cows in the world whose production of milk and butter and, therefore, of cash, is greater than those which he owns; the great question will be how to get these great producers. It is to be greatly regretted that this condition of mind does not come to the average cow owner nearly as often as it should; but if it does come how is he to proceed? He soon finds out that good cows sell for good prices, often prohibitive to the beginner. Then let him reason a little as to how these record breaking cows have been produced. The answer is easy and very plain. Breeding, feeling and selection, perhaps for hundreds of years, have all helped this work along and the end is not yet, for new records are being made every year and almost every day. "What man has done, man may do." This axiom has been carved upon the ruins of some of the first structures built by human hands; and it has never yet been disproven. Again a certain Good Book says, "No man can pick figs from thistles," the lesson being that if figs are wanted figs must be planted. This reasoning is just as true of dairy cows as of figs. Hence we see the importance of the right kind of a start. Uncle Hiram Smith, one of the best dairymen of Wisconsin, said that the first and the right thing for a beginner in the dairy business to do was "to buy a bull." Brother Smith has gone to his reward but those who heard him then knew very well that he meant a dairy bred animal and if they followed his advice—and some did—they never regretted it.

Suppose this beginner has ten common cows, which are enough to start with, for the best way to gain experience in any business is to start near the bottom and work up. These cows must be bred to keep up a milk flow. Now, instead of trusting to luck and his neighbor's scrub bull, let him secure the services of a dairy bred bull whose female ancestors for at least two generations have been good producers at the pail. In the meantime, and if possible before his calves come, let him, by carefully using the scales and the Babcock tester, find out which are the best cows. Even with ten cows one is sure to find that some are more than twice as good as others. By carefully noting the build, contour and general characteristics of these best cows as compared with the poor ones, one may be able to buy a good producer now and then whenever he disposes of his poor ones. To learn

to judge a dairy cow on sight is an excellent thing for a dairyman but it can only be learned where a lot of other things are—in the school of experience. By raising the heifer calves from his best cows he should in about three years, be able to note some improvement provided, of course, he gets the female calves. But because of this element of uncertainty as to sex, do not invest in any of the sure things sometimes advertised to regulate this very important matter, for with all our learning we moderns can no more control the sex of our unborn stock than could the herdsmen of Abraham and Lot when they were contending over mavericks on the range of Palestine.

Excepting for this element of uncertainty as to the sex of calves, this plan is just as sure as anything can be in this rather uncertain world—as the sowing of seed or the planting of an orchard, for instance. The writer has tried it many times, always with good results. The experiment stations of the world are trying it all the time with some wonderful successes; all the breeds in all the years of the past have been and are still being improved in precisely this manner. Why, then, should the individual hesitate? Perhaps he is in doubt as to which breed is the best. This is really a small matter. Any of the dairy breeds are good if he gets something that is not only dairy bred but of a dairy type as well; but when he starts with a breed let him stick to it. Changing breeds is a little like changing wives—of little benefit and sometimes expensive. Now comes the all important question of this materialistic age. "Will it pay?" Here is just a small indication, a sign of the times, as it were. In one issue of a well known dairy paper under the head of "Cows Wanted" were offers of about 1,000 young dairy cows, mostly for carload lots, one party even going so far as to say that price was no object providing they could show the right kind of records. As to the satisfaction there is in the matter, that depends somewhat upon whether one just wants to keep cows or have his cows keep him. The dairyman is said to be tied to a cow's tail anyway, and if this is so, methinks the tail of a good cow is preferable.

N. S. French.

### Following in His Footsteps.

Mrs. Justwed—How sweet of you, love, to admit that you were in the wrong.

Mr. Justwed—That's the way father always did. He used to say, "You've got to humor 'em, boy."

### Dairy Cow Diseases.

If the cow is allowed to eat too heavily of feed to which she is not used, bloating is liable to result. Clover and even blue-grass and timothy when wet frequently disorder the stomach and cause bloating. Frozen vegetables and roots are nearly always responsible for the trouble. If the case is not extreme, exercise will be sufficient. Drive the animal a mile or two, and the exercise will cause the bowels to move enough to correct the trouble. If this fails to afford relief, pour a half pint of raw linseed oil down the animal's throat. It may be necessary to repeat the dose every three hours until four or five doses are given, but this simple remedy rarely fails to bring relief.

Hair balls are caused by the cow licking herself or other cattle. The hairs which are swallowed are carried around in the folds of the stomach until they collect in a ball sufficiently large to cause indigestion. This trouble is more pronounced about the time the cow calves, and many times it is mistaken for calf fever. Liberal doses of linseed oil as above suggested rarely fail to correct the disorder.

### A Temperance Admonition.

Singing Teacher — Now, children, give us "Little Drops of Water" and put some spirit in it.

Principal (whispering)—Be careful, sir; this is a temperance school. Say, "Put some ginger in it."

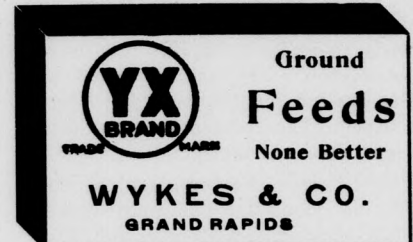
## Dairy Butter 18c

We are in the market for No. 1 Dairy Butter at the above price, delivered, this week's shipment. Also in market for packing stock and eggs.

F. E. STROUP

Grand Rapids, Michigan.

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



Tanners and Dealers in  
**HIDES, FUR, WOOL, ETC.**  
Crohon & Roden Co., Ltd., Tanners  
13 S. Market St.  
Grand Rapids, Mich.

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



We have the output of 30 factories.

Brick, Limburger in 1 lb. Bricks, Block Swiss  
Write for prices.

Milwaukee, Wis.

**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

## Headquarters for

Watermelons, Cantaloupes, Bananas  
Oranges, Lemons, Etc.

The Vinkemulder Co. :: Grand Rapids, Mich.

## WANTED---Packing Stock Butter

Ship us your ROLL or PACKING STOCK BUTTER, DAIRY BUTTER and EGGS and receive the highest market price. Prompt settlement. Send for our weekly quotations.

**Dairy Farm Products Co. Owosso, Mich.**

**Gooseberry Not Appreciated in the United States.**

The gooseberry is a native of Northern and Central Europe. It is doubtful if it was known to the Romans as none of their writers on horticulture mention it, and it does not appear to have been cultivated for more than 300 years. William Turner describes it in his Herball, written about the sixteenth century, and a few years later it is mentioned in one of Thomas Tusser's quaint rhymes. The gooseberry has been highly esteemed in England since the time of Henry VIII. and between 1650 and 1750 there was a remarkable increase in the number of varieties. It became a favorite fruit with the Lancashire weavers, who should be credited with its great development. Gooseberry plants under favorable conditions are recorded as having attained an age exceeding forty years. Two remarkable ones are stated to have been growing about 1821, against a wall in the gardens of the late Sir John Banks, at Overton Hall, each measuring upwards of 50 feet from one extremity of the branches to the other. The English gooseberry may be divided into three distinct classes, the green sort, the yellow or amber colored and the red, and the fruit often attains a remarkable size, weighing from two to three ounces each. There are dessert gooseberries and also culinary gooseberries.

The gooseberry was brought to this country by the early settlers. In America the gooseberry has been a neglected fruit. With wild forms in abundance, with a crying need for better table varieties, practically nothing has been done to improve the native plant. Our natives have not been improved primarily because the American people have never acquired or cultivated a taste for the fresh fruit. In this country the gooseberry is thought of only in connection with pie or jam, and when transformed into these products, flavor, while of some importance, is but a minor consideration. The claim that the English gooseberries are less palatable than the native is quite true, when passed upon from this standpoint. The best cooking apples are not usually prized in the raw state on the table, and vice versa. The point is this, and it is worth making, is it not advisable to cultivate the fine, large, luscious type of the English gooseberries for table use? The excessive heat of the American summer is not favorable to the growth of the English varieties of gooseberries, but if some of these, or those raised in this country, could be crossed with one of the indigenous species, perhaps a fruit suitable for table use could be produced. The best known American varieties are the Houghton, originated in 1833, and the Downing, in 1854.

The gooseberry, when ripe, yields a fine wine by the fermentation of the juice with water and sugar, the resulting sparkling liquor retaining much of the flavor of the fruit. By similarly treating the juice of the green fruit, picked just before it rip-

ens, an effervescing wine is produced, nearly resembling some kinds of champagne, and, when skillfully prepared, is far superior to much of the liquor sold under that name. Brandy has been made from ripe gooseberries by distillation. By exposing the juice with sugar to the aceous fermentation a good vinegar may be obtained. Gooseberry fool, a corruption of gooseberry foule, is milled or crushed gooseberries with sugar and served with cream. Bottled gooseberries when properly prepared will keep good three or four years, and improve in flavor. The gooseberry, when ripe, contains from 6 to 8 per cent. of sugar. The cooling properties of this acid fruit have long been known and used in fever cases. The old English name feaberry, fever berry, is still in use in many of the provincial dialects of that country.

The French name, groseilles a maquereau, for this fruit arose from a custom, now seldom practiced in that country, of placing a few ripe gooseberries around mackerel when cooking it in the oven. The cultivation of the gooseberry is somewhat neglected in France, Italy, Spain and in Southern Europe, but the skillful gardeners of Holland produce many fine varieties.

**Beef Production Investigations.**

Investigations in beef production have been in progress for six years in co-operation with the Alabama Experiment Station, and results are being obtained which indicate not only that cattle may be profitably fed in the South, but that the South offers an excellent field for the extension of the beef-producing area of the country. During recent years these investigations have been confined to Sumter county, and the work has been done under the supervision of Prof. Dan T. Gray, of the Alabama Experiment Station, directly with farmers who furnish the cattle, the feed and pasture, and all buildings and equipment. The department and the Alabama Experiment Station furnish the men to carry on the work. One assistant has been stationed at each farm, who usually selects the cattle and feeds them.

**Meat a Luxury in Porto Rico.**

The trade in live stock in Porto Rico has undergone a complete change in a few years. From exports of from three to four hundred thousand dollars of a few years ago it has dwindled to nothing. On the contrary, animals, both live and as dressed meat, are now a large item of imports. This change has been brought about by the greatly increased needs for work animals and also the greater consumption of meats due to an increased prosperity. Animals of all classes, especially horses, have increased greatly in price. Dressed meats also have become a luxury and beyond the reach of most of the laboring classes. Chilled meat is shipped in from the States, and dried or jerked beef from Argentina.

Many a shining light in the legal profession is nothing but a gas light.

**Too Much Credit a Curse.**

We have ceased to be thrifty. The nearest approach most of us make to that virtue is to get our banks to let us overdraw our accounts. The fathers have eaten grapes and the children are eating grapefruit. We used to buy apples by the barrel; now we buy them as we would buy jewels, each in its separate wrapper. We used to help the general housework girl with the cooking; now we need two maids, a laundress and a man to wash the windows. When we were boys we did the chores; nowadays the American boy needs an allowance, stockings that match his necktie and a tuxedo jacket. We used to think it an extravagance to keep a \$150 horse and a \$100 buggy; now we buy an automobile and mortgage our house to pay for it.

"Easy come, easy go," was the old motto. "Easy come, gone before it goes," is the modern.

Our chief cause of high prices is trust—our creditor's trust. Everybody wants to sell us something and charge it to our account. So we accommodate them and acquire a habit of reckless expenditure. What difference does it make whether an article costs 25 cents or \$25 if we do not have to pay cash for them? We are spendthrifts in the midst of a credit-system orgy. When we sober up prices will come down.



**PROGRESSIVE GROCERS PUSH**  
**Mapleine**  
 (A Flavoring)  
 Good Profit, Strong Demand, Extensively Advertised.  
 Its Uses  
 Mapleine makes better syrup than real maple at half the cost, and is delicious for flavoring pastries, ice cream and confections.  
 Order from your jobber today, or Louis Hiller Co., 4 Dock St., Chicago, Ill.  
**CRESCENT MANUFACTURING CO. SEATTLE, WASH.**

**BAGS** New and Second Hand  
 For Beans, Potatoes Grain, Flour, Feed and Other Purposes  
**ROY BAKER**  
 Wm. Alden Smith Building  
 Grand Rapids, Mich.

**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.

**Huckleberries and Blueberries**  
 Want to arrange for regular shipments  
 We have the trade and get the prices  
 Both Phones 1870 M. O. BAKER & CO. TOLEDO, OHIO

**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.**

**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

**We do printing for produce dealers** Tradesman Company Grand Rapids

## MOVING PICTURES.

## They Are Effective Exponents In Municipal Advertising.

Moving pictures are distinctly a practical advertising power and have an extraordinary value to the community patriots whose organized purpose is to advertise the city.

Moving pictures are effective exponents in municipal advertising. As an illustrative means they are decidedly superior. Their vigorous and comprehensive presentation of a subject is singularly influential in attracting the notice, and moulding the opinions, of tourists, prospective residents and investors.

Modern publicity methods are being employed by various municipal associations all over the United States. Moving pictures are recognized by progressive advertising experts as a medium of unusual scope, and in every instance where they have been judiciously used they have 'made good' and provoked unqualified praise.

The city that will stand for pictorial proof of the claims made for it in advertising, has use for moving pictures, but boom advertising of the bubble variety can not make an honest use of this method, inasmuch as moving pictures give a faithful reproduction and minimize the opportunities for the over zealous, or selfish citizen, to misrepresent his proposition. They do not easily lend themselves to fraud, and, knowing this, the public have a wholesome confidence in anything which is explained to them by means of animated photography.

I do not assert that moving pictures can not be fraudulently used, but I do make the claim that a moving picture subject is an accurate record of the scenes put on film by the camera, and that the deft commercial artist can not doctor the pictures and distort the truth as he can with an ordinary photograph.

Mere words, spoken or written, are inadequate to conjure to the mind's eye of any audience the opportunities or advantages of a city. True, a bright, lucid, well defined descriptive talk serves a good purpose, but the "show me!" public are more impressed by what they see than by audible or printed arguments, which after all are understood as pure assertions.

Frank E. Morrison, advertising manager of Success Magazine, said recently:

"Nothing is easier than to attract attention and arouse interest by a vigorous advertising campaign. The ballyhoo is mighty effective in inducing people to pour into a side show, but the ballyhoo artist does not expect to get the same people twice. He knows that the show can not live up to his extravagant descriptions. The ballyhoo, therefore, is not suited to advertising that is intended to create a permanent impression upon the public."

"Let us assume that you attract to a municipality by extravagant claims and wild and windy promises. In the final issue it is the town itself that must make good. If the streets are dirty or ill paved, if the visitor has to grope his way around for lack of guiding street signs, if there is a gen-

eral air of neglect and indifference as to lawns and shrubbery; if vacant lots reek with refuse and are heaped with tin cans, the lie is given at once to all the attractions and inducements set before the prospective settler."

Mr. Morrison's statement as above quoted, is unquestionably true. Also is it true that the average American realizes that an enthusiastic declaimer is prone to exaggerate his proposition, and consequently when he is told about the beauties of a city, its comfortable living conditions, park features, boulevard systems, etc., he weighs it against a knowledge of human fallibility and seasons it with salt.

Moving pictures do not have to call upon the imagination. They do not have to rely upon the efforts of a clever word painter. They show actual conditions as they exist in real life and these pictures are accepted by the public for what they are, truthful portrayals of civic life and features. Moving pictures inspire confidence in that which they represent and are worthy of that confidence. They honestly reproduce their subjects and the public believe in their honesty.

A. L. Sommers, Secretary of the Commercial Club at Tacoma, Wash., has said that: "Getting a new settler or an investor is the same as selling goods. You must first get his attention, second get him interested, third arouse the desire. The best way to sell your wares is to show them. A concern may spend thousands of dollars in describing its goods in pamphlets, catalogues, etc., when the actual demonstration of the article would make a sale. So in settling up a community, first get the people to come, and when they have come, by all means have the facilities to show the advantages and opportunities your city enjoys."

Now, according to Mr. Sommers, the best way to advertise your city is to show it. He is right, and moving pictures offer the means to do this effectively so that the city is brought to those who can not come to it. To those who can afford to make a personal visit this medium acts as an incentive and those who do make the trip because their curiosity or interest was aroused in this manner do so with a well defined purpose and a reliable idea of what they expect to see.

W. S. Whitten, Secretary of the Commercial Club at Lincoln, Neb., is on record as saying: "There is too much lost motion in generalizing publicity. Cities must learn, I believe, that municipal advertising is not different from personal advertising. The want ad, the short, but clean concise statement of a demand or a supply, is the best advertising yet devised. In its larger way a city can do well to follow this plan."

Mr. Whitten hit the nail squarely on the head with his declaration: "clean concise statement is the best advertising yet devised." In producing moving pictures to advertise a city care must be taken to concentrate the advertising arguments with consummate care, not only so that expensive film footage will not be wasted, but because the snappy, con-

cise story will reach its mark with a greater force and make a deeper impression, than rambling, prolonged appeals made disjointedly.

The ad-pictures should be made representative of their subject. The expert producer, to accomplish this purpose on 1,000 feet of negative, will take care to ignore "dead" scenes or waste action, avoid repetition and accentuate the advertising appeal, so that in exhibition it comprehensively depicts the city with over-elaboration.

The capitalist and investor will be interested in the industrial activities which to him discloses opportunity. The tourist is interested in the civic beauties and other things which satisfy his appetite for travel, research and recreation. The prospective settler, resident and business citizen desire information about the living conditions, educational advantages for the children, the comforts of the home sections, the advantages and openings for the merchant—An exposition of these things after the edifying and entertaining fashion of moving pictures, is instrumental in actuating a desire and urging the action which is solicited by municipal advertising. Natural advantages are easily understood by the layman when properly presented by moving pictures carefully prepared for this special use.

An analytical examination of the possibilities of moving pictures as an advertising factor makes good the claims advanced by the most enthusiastic advocate of motography as a means to gain publicity and advertising results. For instance:

Moving pictures are a novel attraction; they 'get' the crowds.

Moving pictures are the most comprehensive and effective illustrative force.

Moving pictures are pictorial proof of honest representation.

Moving pictures arouse the buying instinct and entertain at the same time.

Moving pictures can be made to create desire and urge action.

Moving pictures are popular with the public of the world.

Moving pictures appeal to all who have eyes to see.

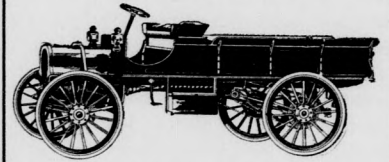
Moving pictures realistically reproduce action and life as it is.

Moving pictures make definite impressions and produce lasting recollection.

Moving pictures adequately describe subjects which elude language.

While it is true that moving pictures possess this wonderful power to advertise, the highest degree of that power can not be developed to the

## Chase Motor Wagons

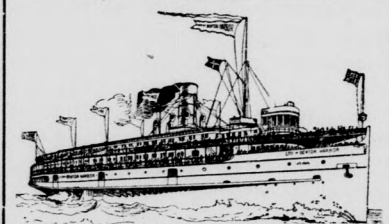


Are built in several sizes and body styles. Carrying capacity from 800 to 4,000 pounds. Prices from \$750 to \$2,200. Over 2,500 CHASE MOTOR WAGONS are in use.

Write for Catalog.

Adams & Hart

47-49 No. Division St., Grand Rapids

Chicago Boat  
EVERY NIGHT

Grand Rapids to Chicago

GRAHAM & MORTON  
LAKE LINE

Grand Rapids - Holland  
Interurban

Train Leaves 8 P. M.

## RAMONA

"Where Breezes Are"

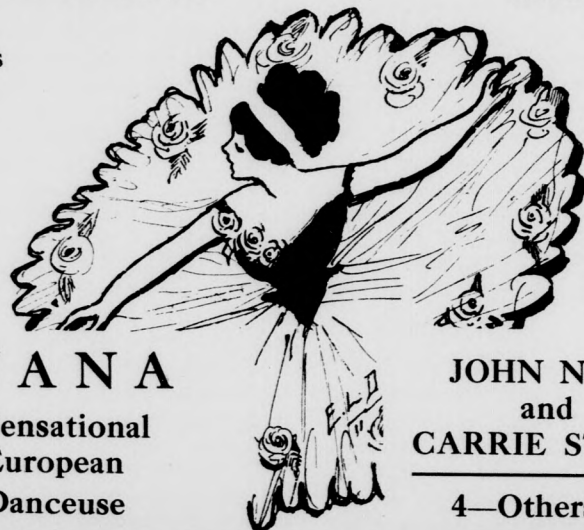
Week July 3

Even'gs

15c  
25c  
35c

Mat.

15c  
25c



NANA

Sensational  
European  
Danceuse

Seats at  
Pecks  
Drug Co.  
and  
Walter  
K.  
Schmidt  
Drug Co.

JOHN NEFF  
and  
CARRIE STARR

4—Others—4



advertiser's advantage by one who does not apply advertising sense.

The producer who strives always for a dramatic effect is prone to weaken the advertising feature. The producer with an utter lack of advertising experience or knowledge, will grope around in a confused way and too often turn out good moving pictures which are utter failures in advertising effect. Then, again, the producer who goes to the other extreme may turn out a lot of direct commercial scenes which are lacking in every element of entertaining value, and therefore are unattractive.

Cities can use moving pictures to their great advantage. The vivid and interesting views of municipalities can by animated photographs be brought to the notice of millions of people in this country and abroad so that the name of the progressive place using this advertising medium is favorably identified.

The successful solution of the municipal moving picture advertising problems depends, however, upon a harmony of method. To sustain this system a qualified direction must be employed, and the campaign be laid out and governed advisedly by one who not only can make good moving pictures but who can make moving pictures good advertising agents, and who can put them before the public so that the advertising message is delivered at not too great an expense.  
W. R. Rothacker.

**What Ails the Country?**

Burglars complain that receipts have fallen off 30 per cent. in the last year.

Horse thieves are a unit in saying that there are no longer any horses worth stealing, and that farmers who used to sleep like logs are now sitting up with shotguns across their knees.

Bank burglars used to make the tour of Europe every year, but for the last two seasons they have not been able to even occupy rooms at the seashore.

The Chicago Beef Trust is offering \$500 reward for an excuse to raise the price of meats again, but nobody responds.

Grocers declare that, as they can no longer get five cents apiece for cucumbers and tomatoes, the business of the country is at a standstill.

Confidence men in convention last week were unanimous in saying that the scarcity of suckers was making this country a place no longer worth living in.

Wall street is asking what has become of all the lambs.

Mining promoters are agreed that all the fools in the United States must have been taken into asylums.

It has got so that a decent pick-pocket can no longer patronize the first-class hotels nor wear diamonds, and from every corner of the land comes this query: "Whither are we drifting, and what is to be done?"  
Joe Kerr.

**Our Beautiful Language.**

"I see you are early or late; you used to be behind before, but now you are first at last."

**Inspiration of a Half Million Dollar Picture.**

The famous Rembrandt painting of "The Mill" has been sold for \$500,000. How many more times this will happen no one knows.

Rembrandt was not a financier. He made money fast but it meant nothing except a means of satisfying extravagant and fantastic taste. When bill collectors called he emptied out his handbag of florins and gulden and paid while they lasted. Instead of being satisfied with his evidence of good intention, when the bag was empty the creditors became more and more insistent. While his good frow, Saskia, lived they looked to her to keep the painter in some sort of check, but when she died the creditors landed upon the bewildered genius with demands that only money would satisfy.

Rembrandt had built him a house, picturesquely ugly in exterior and made it a junk and curio shop inside. He bought old masters from Italy without enquiring the price, ancient armor, arms, furniture, tapestries, vestments, costumes and other hardware and dry goods, too numerous to mention, and too useless to be reconverted into cash. They seized his collection, including a number of his own pictures and sold wagonloads of priceless stuff for 5,000 florins. (A Dutch florin is worth 40 cents.) Then they sold the house over his head for 11,000 florins.

But for his son, Titus, and his housekeeper, Hendrickje Stoffels, the Dutch master would have had no place to sleep, eat or work except the beer hall where he spent much of his time and consumed great volumes of beer and bad tobacco.

These two organized an art syndicate with two promoters and one producer. Being shrewd traders they undertook the marketing of whatever pictures the old man would produce, and to encourage production they put the painter on a fixed annual salary, with the understanding that his daily fare would depend largely upon his volume of production.

Ten years of this slavery enabled the aged painter to settle with his creditors. His pictures commanded better prices in the hands of his promoters than ever before. Rembrandt was greatest as a painter of portraits, but portrait painting has difficulties outside the realm of art. If sitters refuse to sit and if pictures contracted for do not look as beautiful or as distinguished as the sitter expected, art's labor is lost, for the time, no matter how priceless its real value. When people would not sit, Rembrandt would go after a landscape, which is always willing to stand still and to show interesting moods.

His father was a miller of means who hoped to make a scholar of his son, but the old man was game and took the blow heroically when Rembrandt announced that he would be a painter. The father died. The mill grew old and the painter put it on canvas for fear the very memory of it might fade. He put into it all his wonderful skill of handling light and

shadow. He had shown the world the ways and tricks of indoor and outdoor light that made the Dutch school famous. The mill and the low, flat country about it which ordinary people would call dull and depressing, he filled with loving memories, a spell of mystery and the appeal of intense feeling. And the picture hung in his studio for a time, with but one who really appreciated its beauties.

Rembrandt died two hundred and forty odd years ago—famous in a way, but poor. In the interval appreciation of art has spread out, and in rare instances it has been intensified. People paint no such pictures now, but they have developed the art of making money and the art of thinking that they appreciate art. In the course of time a man who might not be able to do an acceptable job at whitewashing a cellar pays \$500,000 for a picture of an old mill that would not have brought more than \$2,000 when it was grinding at its best run of business.



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

O. how easy to stop that awful

**FOOT ODOR**

Simply rub **Q. T.**

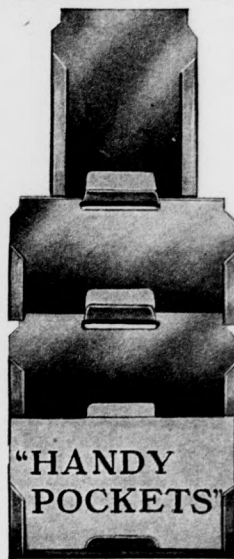
on the feet when dressing and odor gone or money refunded. Perfectly harmless. No poison or grease. For sale at all drug stores 50 cents.

**NATIONAL CHEMICAL CO.**  
GREENVILLE, MICH.

**Will P. Canaan Co., Inc.**  
**POST CARDS**

105 N. OTTAWA ST.

GRAND RAPIDS, 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.

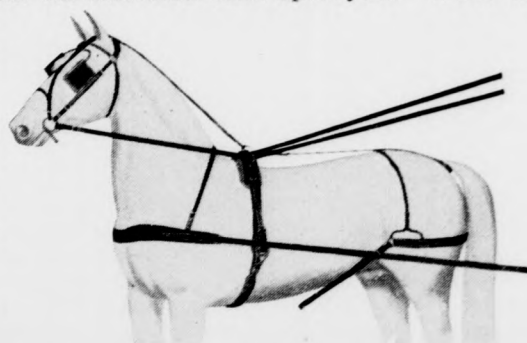
**Now for "SUNBEAM" Harnesses**

**T**HE new spring line is ready for dealers' inspection and orders for future shipment are now being taken. We have made many improvements over an already famous line and have added several new numbers, making "Sunbeam" harnesses a brand that anyone may be proud to sell or buy. We know you can do more business than ever and hope to be favored with some nice orders. Kindly reserve your harness purchases until our salesman calls upon you. Write us if you need any quick shipments.

**BROWN & SEHLER CO.**

**Grand Rapids, Mich.**

Sunbeam Goods Are Made to Wear



## SELLING SCHEMES

## Now in Midst of New Merchandising Era.

Written for the Tradesman.

It is almost trite to say that we are now in the midst of a new merchandising era. Yet there are merchants everywhere who do not seem to realize that the old-time, rule-of-thumb methods are altogether the truth. Can't you name some dealers in your own town who are just sort of drifting along in a leisurely, pianissimo fashion, unmindful of the fact that they are gradually, but certainly, petering out?

What's the matter with them? Well, some of them have been dwelling too exclusively in that narrowest space on earth—the space included within the four walls of their store. They need to walk out in the open and crane their necks a bit—especially do they need to perambulate the busy streets where the best stores in town are located. If the town is a small one, and there are no streets of any consequence, from a merchandising point of view, they should visit the nearest big city and see what their enterprising brother merchants of the other place are doing. They should make it a point to talk with every traveling salesman that visits them from time to time, and stick to him like a cockle-bur until they have separated him from his newest and best information. Then they ought to read their trade papers, for the trade publication is the avowed friend and ally of the small, independent merchant.

In this modern era of commercialism competition is much more intense than it used to be. In fact, it differs not so much in degree as in kind. We have competitors nowadays of a new order.

The independent retailer's competitors—his worst competitors, I mean—are not other independent retailers like himself; they are the big mail order concerns, retailing manufacturers of various lines that he carries and the large department stores of the big cities and larger towns.

The mail order house and its methods have been pretty thoroughly discussed by trade papers during the last few years, so that merchants everywhere are awake to the nature and extent of this manner of competition. Perhaps that statement requires some qualification. It is doubtful if a good many merchants really know how much business the catalogue houses are taking from them. They are possibly deceived by the circumstance that their business has, as they say, "held its own." But the business that is merely holding its own is in an unhealthy condition. The normal business ought to be continually growing—and especially should it exhibit marked growth during the last few years, for the buying capacity of the public has developed wonderfully during these latter days. If your business has not exhibited a growth somewhat in proportion to the enormous general development of business, everywhere, where has this surplus business gone?

The probability is the mail order people have absorbed it.

Mail order houses are covering the country with wonderfully attractive advertising literature, and if they are not after business that logically belongs to you, yours is an exceptional situation. This literature of theirs is clever, and its purpose is scientific, for it seeks to develop business. It tells possible customers about new commodities of countless kinds, and it knows how to develop latent needs into active calls. No doubt about it, it is clever. It is, moreover, persistent; for there is no let-up to it. It goes without saying that the enormous mail order houses are backed with millions and managed by the finest executive brains that princely salaries can hire—and you can always hire brains of a high order if you can pay the price.

It is not enough to rail at these distant competitors, and call to mind specific cases where local customers have been buncoed good and right. Where one customer comes to realize that he can do better by trading with the local merchant, perhaps twenty will persist to the end of the chapter that they can save money by sending off to Chicago or New York City and buying from a catalogue.

But even worse than the mail order house is the retailing manufacturer. The retailing manufacturer is what, in England, is known as the "direct trader." He proposes to be the whole show. He ignores the small, independent retailer completely; has his own chain of distributing stores, and advertises that he can save the consumer the difference between the wholesale price and the retail price. The consumer, of course, is willing to believe the fabrication, for anything that sounds like saving money sounds feasible to the consumer.

Now, it is perfectly obvious, of course, to any one with any business experience whatever, that the retailing manufacturer must add his retailing expense to his manufacturing cost in fixing the asking price—and it costs just about so much to conduct a retail store whether you are exclusively in the retailing business or whether you combine manufacturing with retailing. It is a pretty good guess that the "ultimate consumer" pays this retail expense, together with something additional that might come under the head of "net profit on distribution."

The last of the trio of modern competitors which the small, independent retail dealer must go up against is the large city department store. More and more, as their business develops, these large department stores—and, for that matter, large exclusive stores in special lines—are reaching out and rounding up the trade of smaller towns and communities.

What does all this mean? It means, beloved, that small, independent merchants everywhere are having a hard time. It means, I fear, that they are doomed to have a still harder time of it in the future. It means, finally, that many of them must inevitably

go to the wall; for the eliminating process is on.

Now if this struggle for the retail cities is going to continue—and, as it appears just now, become more pronounced as time goes on—what is going to happen? Well, for one thing, the retail business of the country is going to be concentrated into fewer hands. For another thing, it means that a whole lot of small, independent manufacturers are going to quit the game. For it is evident that every merchant who is put out of commission means the passing of another customer for some manufacturer. When the manufacturer has not enough customers to keep his factory running on a profitable basis, he has to do one of three things: Get more customers, retail his own product, or close down the plant.

Some manufacturers find it difficult to increase the number of actual customers on their books when the total number of possible customers is continually growing less through the new order of competition that is on. Some of them do not care to enter the retail field on their own account; they prefer to remain exclusively manufacturers. Most of them would prefer not to sell the plant if it can be maintained on a profitable basis.

What can they do? This they can do—and this they must do: They can furnish adequate, up-to-date selling plans along with the goods.

The manufacturer—I mean the modern, progressive manufacturer—is not satisfied merely with loading his customers' shelves with goods. He wants to supply them with goods that they in turn can dispose of at a profit. They want their customers to grow, for they realize that the bigger their customers grow the more goods they will buy and the more profitable their business will be. So the manufacturer realizes that in order to save his own business he must safeguard the interests of his customers—the small, independent retail dealers throughout the country.

Consequently the up-to-date manufacturer is interesting himself in the small dealer, his problems, his competitors and the requirements and possibilities of his (the retailer's) constituency. The modern manufacturer wants his customer to buy advisedly; and then he wants him to push his goods energetically.

Many of these small retail dealers need to be directed in these matters. What they need is for somebody to show them how. This is what the modern manufacturer—the exclusive, independent manufacturer—is doing: He is developing the art of converting shopkeepers into modern merchants. Maybe the motive is not what the old-time theologians would have called an unselfish one; but anyhow it is good business sense and perfectly legitimate.

In a good many lines—take shoes, for example—the manufacturer maintains a department manned by well paid men of wide retailing experience, advertising men and artists. These men are expected to produce selling plans and schemes of a high order—and not only general schemes that are supposed to be workable

anywhere, but special plans adapted to peculiar conditions surrounding a given customer. The idea back of it all is to bring the small, independent dealer into close touch with local trade conditions; to help him to boost his own game intelligently; to aid him in rounding up the trade that would otherwise go to these competitors of his—and thus stay in the game.

And for his own sake it is a pretty good thing for the small merchant to sidle up to such manufacturers who have manifested a willingness to help him. He certainly needs all the help he can get; for with it all, this thing of being a successful retailer in the face of modern competition is not a cinch by any means. Eli Elkins.

## Answers To the World's Questions.

The world looks on and says: "Why is it that the man who saves produces a son who squanders?"

"Why is it that the man who is strong produces—in so many instances—a weakling son?"

It is because values have been lost for the boy. We long ago have learned that to appreciate a result one must make the effort to accomplish.

Once in a while we who are the parents of the generation on the way have good reason to look within ourselves. Intensive parenthood might be a good thing to cultivate along with intensive farming and intensive business methods, now the fad. Are we passing on the lessons taught us by our own sires? Are we profiting by their denials of indulgence, for parents have been the same ever? Are we using good common sense?

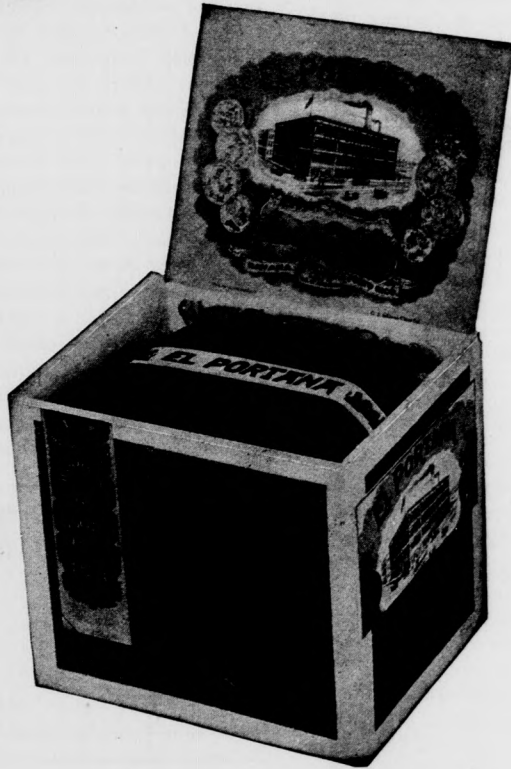
It is true that the parents of that other day lacked the temptation to indulge the children that confronts the parents of to-day. The stores of then were not filled with the things which constantly cried out for one's pocket-book. Living and life were simpler. But we have had the added years of world experience—the added advantage of many advantages not known to our grandsires. We should have developed with the world in the matter of the building of a generation. It might be well for the parents of to-day, in their eagerness to study the welfare of the child, to hesitate long enough to study the parents a bit.

## The Swiss Army.

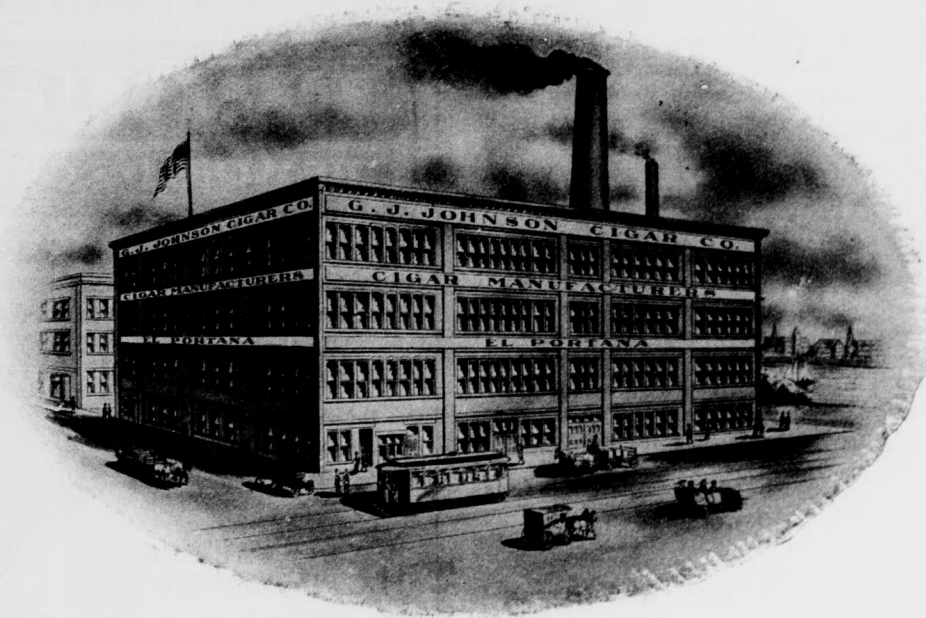
If it were required, the little Republic of Switzerland could put into the field a well-equipped army of 200,000 men, and this could be done in ten days' time. Under the federal constitution every able-bodied Swiss citizen is liable to military duty from his 20th to his 45th year, his first twelve years in the regular army, the last twelve in the reserve, or Landwehr. There is also a corps known as the Landsturm, a home guard, only liable in case of great emergency. In spite of his thoroughness of preparation, however, the chances are that Switzerland will not for a long time be called upon to use her army. She does not want any more territory, and her own territory is safeguarded by the jealousy of the great powers

The sayings that pass into song live longest in memory.

# EL PORTANA 5c CIGAR



"In a  
Class by  
Itself"



Manufactured  
Under  
Sanitary  
Conditions

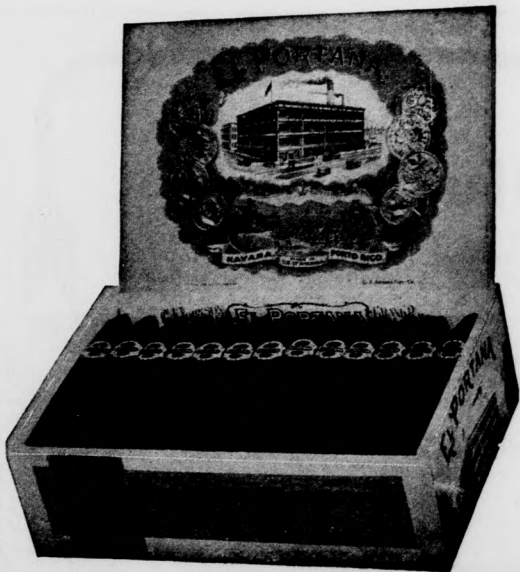
Made in

## Five Sizes

### G. J. Johnson Cigar Co.

Makers

Grand Rapids, Mich.



## UNION WEAPONS.

## Strikes, Boycotts and Apprenticeship Restrictions.

## Strikes.

I have never known a strike to originate on the inside of a workshop or factory. All of the strikes with which I have been familiar have found their origin in the fertile mind of the walking delegate. As a rule, the complaint comes to the employer as a complete surprise, usually at the busiest time of the day or week or when he is just leaving for a trip or to attend some important event. The committee to make this visitation is invariably made up of men antagonistic to the employer. If the latter is a temperance man, the committee is made up of drunkards and they usually approach the employer under the influence of liquor. If there is anywhere in town to be found a union man who has been discharged by the employer for drunkenness, disloyalty or incompetence, he is almost invariably placed on the committee, apparently with a view to humiliating and exasperating the employer as much as possible. These preliminary meetings are not held for the purpose of securing an adjustment of differences—they are simply an excuse to feed the flame and give the walking delegate an opportunity to arouse the passions of his dupes. In reporting to their organization, every word uttered by the employer is distorted and every alleged grievance is magnified, with a view to creating as much bitterness as possible, so that the men belonging to the union may be so swayed by prejudice that they are unable to judge of the situation calmly and dispassionately. When the strike is finally declared some of the men walk out in the belief that they have been woefully misused, but a few days' reflection generally convinces them that their wrongs are largely imaginary and that about the only reason they are forced into idleness is to enable the walking delegate to wax fat on their misfortunes. I have been familiar with the inside workings of a number of strikes of this character and in these cases I have found that the walking delegate and his associates invariably make out a list of members entitled to the strike benefits, adding thereto enough fictitious names to enable them to live in sumptuous idleness for months to come. The strike benefits usually come from a general headquarters and the money is disbursed by a gang of conspirators who act on Boss Tweed's theory of addition, division and silence. This is the meat of the cocoanut and this divvy is, in my opinion, the inspiration and underlying cause of nine-tenths of the strikes which are called by union labor in this country.

So long as the men can be kept in line and public sentiment appears to be wavering the walking delegate struts around and boastfully insists that there will be no compromise and that no arbitration will be considered. Later on, when the strike feeling begins to wane and the men

begin to grow restless and inquisitive, the walking delegate announces his willingness to arbitrate, but, by this time, the employer is usually in no mood for arbitration and has become about as stubborn as the other side. For the sake of keeping up the stream of strike benefits, strikes are kept alive for months after they have ceased to be an issue and the walking delegate and his cohorts smilingly and secretly absorb the extra money which they receive as the result of the padding of the membership list as long as they can possibly maintain the semblance of a strike.

There are few things more pitiable than the condition of a man who has gone out on a strike with which he is not in sympathy and for a grievance which has no bearing on him or his future. During the printers' strike in this city in 1905 my office was visited almost daily by men who realized that, when they left their positions, they were leaving them for good, but felt compelled to obey the union for fear of personal violence against themselves and families. In one case I said to an old-time printer, who long enjoyed the confidence and esteem of his employer, "Why don't you go back to work?" The reply was characteristic of the situation: "You would not ask that question if you knew some of the members of the typographical union as I do. I own a home which I have paid for by patient industry and frugal habits. If I was to abandon the union, that home would be leveled to the ground by the torch of the incendiary and myself and family would be maimed by men who know no law—human or divine."

## Boycotts.

My experience with the boycott has been decidedly amusing. To me it appears to be one of those boomerang affairs which comes back and smites the thrower. We all know that Geo. Morse was boycotted for several years and that much of the handsome fortune he now enjoys is to be attributed to this cause. We also know that every person in Grand Rapids who has been boycotted and has shown the least spirit of independence has thrived under the interdict. The Michigan Tradesman was boycotted twenty years ago because it would not peremptorily discharge a pressman who had employed a non-union carpenter at his home. The discharge was insisted upon by the typographical union, the carpenters' union and the central labor union, committees under the influence of liquor from each of the three organizations having visited the writer with a view to securing the enforcement of their mandate. They were told in each case that when a man received his salary the money was his, to do with as he pleased. This statement was met with the contra statement that a union employer must dictate to his employes substantially where to buy their beer, their breeches and their beef steak. It is needless to remark that the boycott did not have a very disastrous effect on the publication named and that the repeated threats of the drunken com-

mittees, who called from time to time, that they would ruin the business and drive the publisher into the poor house were never carried into execution. A Grand Rapids jobbing house was once boycotted because it insisted on buying cigars of a manufacturer who bought milk of a man who kept cows and who placed on the horns of those cows brass knobs which were manufactured in a non-union factory. It is needless to state that the jobber still lives and is able to indulge in three meals a day. A certain Grand Rapids cigar manufacturer was boycotted, the interdict being announced on a certain labor day. Before the stores closed that day there was not a cigar of the boycotted brand to be found in the town. Apparently, every union man who had worn a boycott card in his cap during the parade bought one of the cigars to find out what there was

about it that ought to be boycotted. The cigar manufacturer was a poor man then. To-day he is rich and he attributes his good fortune to the advertising given him by the men who condemned his cigars in public and smoked them in private. Like the strike, the boycott originates with the walking delegate, who is invariably ready to declare or raise a boycott on the payment of a small amount of money to the union and, incidentally, a larger amount to himself.

## Apprenticeship Restrictions.

As it is over twenty years since I have enjoyed the exquisite misery of conducting a union office, I have had very little experience of late with the beneficent apprenticeship system of the trades unions, but my observation has been that its restrictions have practically shut out our American youth from the acquirement of the principal trades. This has resulted



## Trees Trees Trees

FRUIT AND ORNAMENTALS

A Complete Line

GRAND RAPIDS NURSERY Co.

418-419 Ashton Bldg., Desk B :: Grand Rapids, Mich.

## SPECIALIZE ON

**FROU-FROU**  
THE WORLD'S GREATEST WAFER

This is the day of the SPECIALTY—the product that is in a class by itself—that is advertised well—that sells well and that puts the retailer's profits on the right side of his Loss and Gain account.

## Push FROU-FROU

the Dutch Specialty that always makes good and there will be better all-around-business for you.

**BISCUIT FABRIEK**  
"DE LINDEBOOM"

American Branch  
GRAND RAPIDS, MICH.



IMPORTED FROM HOLLAND



## Dollars for You

Mr. Grocer, in pushing **HOLLAND RUSKS**. Good for Breakfast, Lunch and Dinner. **Holland Rusks** are so appetizing served with fruits and cream. Urge your customers to try them. 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.**



in a demand which has had to be supplied from the more liberal education of foreign industries, principally German. The need of instruction in industrial trades has become so imperative that, notwithstanding the active opposition of the unions, public sentiment has forced the establishment of training schools to an extent that would have been unnecessary had the natural and proper means of instruction been at the command of our youth. Apprentice restrictions in some trades have created a veritable corner in the labor market and the price has been forced to a point that has driven the production into other fields or compelled the substitution of other methods or the creation of automatic machines; and the American public is overrun to-day with incompetence in every trade—the striving of the poor boy, who ought, but could not, learn a trade, to find a place where he can gain some means of living; or if there be not this need, to give some excuse for existence. We do not have to search far to find many in all our professions who would have been happier and far better citizens to have followed their own bent in the learning of some useful and healthy trade. Good workmen cannot be educated under union auspices, because of the narrow limits arbitrarily exercised over apprentices. The apprentice in a union shop learns to do one thing only, whereas the apprentice in a non-union workshop becomes a competent workman in several different branches of the trade, if he is disposed to improve his opportunities. Under existing conditions no painstaking parent would permit his son to enter a workshop where union men only were employed, not only on account of the restrictions placed on his progress, but for the reason that close contact with union men and union methods causes him to acquire untruthfulness, deceitfulness and soldiering methods, as well as those other habits which exclude him from his proper place in our social and civil life.

E. A. Stowe.

**A Change of Venue.**

"Prisoner at the bar," said his honor to the red-headed man, "you are charged with up-setting a dago's peanut stand. What have you to say?"

"I want a change of venue, sir."

"To where?"

"To Washington."

"But why?"

"I want to be tried by the Senate."

"But it can't be done."

"Then, your honor, please do a poor man a favor."

"What is it?"

"Just imagine that you are the Senate and that I am Lorimer, and give me a coat of whitewash."

His honor smiled and announced that the prisoner was not only not guilty, but had come out of the crisis with a reputation whiter than snow!

There are two reasons why a joke may fall. One is that the man who heard it may be too dull to see the point. The other is that the joke may have no point to see.

**Impose Restrictions Upon Sizes of Sample Trunks.**

A short time ago the Central Passenger Association, covering a large section of the United States, adopted a rule limiting the dimensions of trunks carried as baggage. The cause for this action is the recent great increase in the size of trunks, due to the adoption of so-called wardrobe trunks. Owing to the great size and the curved surfaces of these styles of trunks, the railroads have found them to interfere seriously with the proper and expeditious handling of baggage in baggage cars, with consequent delay to the movement of trains.

The rule adopted limited the greatest dimension of any piece of baggage to be carried free to 40 inches, the rule to become effective January 1, 1912. For all trunks in excess of 40 inches, an additional charge was imposed for each additional inch equal to the charge for ten pounds of excess baggage.

A strong protest was immediately made not only by the manufacturers of trunks but by numerous merchants, the sample trunks of whose traveling salesmen in many cases exceed this dimension and would, therefore, be subjected to the charge for excess baggage.

In consequence of the attitude of the trunk manufacturers, conferences were held between them and the representatives of the railroads with a view to obtaining a more liberal limit which would accommodate trunks of usual size. It is represented by the trunk manufacturers that the limitation should be made sufficiently liberal so as not to apply to standard trunks of a size largely in use. This is particularly true of the sample trunks used by great numbers of traveling salesmen, which would in many cases be subjected to the excess baggage charge under the 40-inch rule. A large proportion of trunks of this class already pay excess baggage by reason of weight. The application of a size limit would make the additional burden to be borne by merchants very large.

Upon these representations the Trunk Line Association modified the original order and adopted the following, providing 45 inches as the limit, in its stead:

"(a) Up to and including December 31, 1911, rules and regulations existing at present will govern the dimensions of single pieces of baggage to be accepted for checking.

"(b) Commencing January 1, 1912, for any piece of baggage of any class (except immigrant baggage checked at port of landing), the greatest dimension of which exceeds forty-five (45) inches, there will be an additional charge for each additional inch equal to the charge for ten (10) pounds of excess baggage.

"(c) Commencing January 1, 1912, no piece of baggage of any class the greatest dimension of which exceeds seventy (70) inches (except immigrant baggage checked at port of landing) will be transported in baggage cars."

This modification, however, is not entirely satisfactory, as it places the limit slightly below that contended

for by the trunk manufacturers. It is still unduly stringent as to sample trunks.

The rule adopted above, therefore, may be subject to further modification, as the subject is still open for consideration, the rule not becoming effective until January 1, 1912. As the matter stands at present, the 40-inch limit has been set by the railroads in a considerable portion of the country and modified, as stated above, only by the lines in the Trunk Line Association.

**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.

**MILWAUKEE VINEGAR COMPANY**

Manufacturers of Guaranteed Grain Distilled Vinegar

Sold by all Jobbers

MILWAUKEE, WIS., U. S. A.

**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 13 1/2 cts. per gallon with one barrel free with each fifth barrel shipped this season

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

STOCK ALWAYS ON HAND AT THESE POINTS

An Ideal Pickling and Table Vinegar Satisfaction Absolutely Guaranteed

Lawton Vineyards Co.

:: Kalamazoo, Mich.



**Its Advertising Never Stops**

Besides the big magazine and Sunday paper advertising we're doing, every month, reaching 55,000,000 readers and telling them about

**Shaker Salt**

"The Salt That's Always Dry"

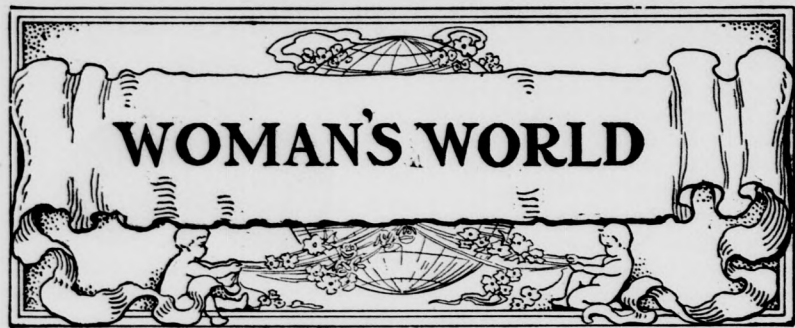
the dryness, looseness and purity of the salt itself is a constant advertisement, and, the Library Slips and the premiums we are giving, keep up the consumer's interest, so it's easy as well as profitable for you to push sales of

SHAKER SALT

"Co-operate and Co-profit With Us"



**DIAMOND CRYSTAL SALT CO.**  
ST. CLAIR MICHIGAN



### If I Knew.

If I knew the box where the smiles are kept,

No matter how large the key,  
Or strong the bolt, I would try so hard,  
'Twould open I know, for me,  
Then over the land and the sea, broad-

cast,  
I'd scatter the smiles to play,  
That the children's faces might hold  
them fast  
For many and many a day.

If I knew a box that was large enough  
To hold all the frowns I meet,  
I would like to gather them, every one,  
From nursery, school and street,  
Then, folding and holding, I'd pack them  
in,  
And turning the monster key,  
I'd hire a giant to drop the box,  
To the depths of the deep, deep sea.

### Two Pictures of the Typical Summer Girl.

When I think about the summer girl I have two pictures in my mind: One is of the girl at leisure, the other of the busy girl, and both pictures are very pleasing. Summer and girlhood seem to suit one another. Summer is the time for open windows and doors, for long tramps over the hills, for flowers in the garden, for boating, driving, tennis, croquet and, in brief, for enjoyment in the air and sunshine. There are happy girls who will spend weeks of the present summer in camp, making the most of the opportunities for health and pleasure which tent life affords. Other girls there are who must devote weeks of the summer to the earning of extra money, so that they may be able to carry on their studies without leaning too heavily on their dear ones in the coming fall and winter.

Girls who are in what is technically called society flit from place to place in the summer, apparently with the freedom of butterflies, with plenty of pretty dresses in their trunks and without a single care as to ways and means. You notice that I have said what is technically called society. In reality, we are all in society, and no matter what may be our environment or how limited our circumstances, we can not escape from being in society unless we are hermits and live in solitude. The society girl, notwithstanding her dainty gowns and her ribbons and chiffons, is no more a summer girl than Phyllis or Daisy staying at home and helping mother through the long, cheery days. The manners befitting the daughters of the millionaire are precisely the manners that befit the daughters of the day laborer. If our manners are simple, sweet and polite, if we think of others before we think of ourselves and make it our aim to add to the happiness of those around us, we need have no concern about them either in summer or winter.

The girl who stays at home in the summer should try, if she can, to ap-

propriate a part of each day to some occupation outside of housework. A friend of mine loitering through the mountains of Kentucky was hospitably entertained over night in a house by the side of the road. He was lodged in the room that evidently belonged to the daughter of the home, a girl in her twenties, who was neatness itself in her blue cotton frock and white apron. The mother was an invalid and seemed prematurely faded and old. My friend read between the lines that she had suffered from overwork and loneliness, and that before middle life she had abandoned hope and resigned herself to despondency. Looking at the young girl on whom the burden of the housekeeping had fallen, he saw her stepping briskly about going from the dairy to the kitchen, baking cakes for breakfast, looking after the comfort of her father and brothers and devoting herself fully to the needs of the home group.

In the room where this friend slept he had seen the daughter's school books and had come upon several odd volumes of Ruskin, Emerson and Rudyard Kipling. The girl was a reader of thoughtful books and had probably been a diligent student; but the books were pushed aside as if there had lately been no time to spend in their company. Near the brook which wound its green ribbon through the meadow below the house my friend came upon a heap of stones which at once attracted his attention. He saw that they were geological specimens and divined that they had been thrown away in a mood of discouragement by somebody who felt that she had no further use for them.

In the course of the morning he found an opportunity to talk with the young girl in whose eyes he read a mute longing for sympathy, and he found as he supposed he would that she had arrived at the point where she thought nothing was worth while. Nothing, I mean, beyond the constant absorption in the routine of daily, homely duty. He convinced her that she had made a mistake, and before he left pledged her to at least a half hour of daily study along the line which had been her favorite in her school days.

Now, I may be writing to girls who have drifted this summer into a mood similar to that which had assailed this mountain maid. My message to all such is: Never give up your grip on hope, never lose courage, always be determined that you will hold fast to an accomplishment, a purpose or an acquisition, and especially

in the long summer days, when the light comes early and lingers late try, if you can, to secure amid life's prose a little bit day by day of life's poetry.

The summer season affords openings for new friendships to those of us who are away from home. In brief vacations of one, two or three weeks it is unwise to build too positively upon friendships that have only a short acquaintance at their back. For example, we need go no farther than the phrase, "Summer Girl." Occasionally when we use it there is an association in our minds with the girl whose attractions have magnetically drawn to her the attentions of young men hitherto strangers. I would not for the world have girls fancy that they must look with suspicion on every man whom they place. Still, the intimacies consequent upon the leisure of a vacation when girls and men are at liberty to spend hours together in rowing up on the lake, strolling upon the beach, sitting in the moonlight or dancing in the parlors of an inn, grow and thrive with the swiftness of Jonah's gourd. Girls forget that such intimacies often wither and fade the moment the vacation is over and life again proceeds according to the schedule. The man who was so gallant and debonair, who seemed to adore the girl whom he met yesterday as if she were a queen at whose feet he would lay the homage of a life, returns to business and thinks no more about her.

I wish I might be able to persuade girls not to cheapen themselves and undervalue their real work as they do by becoming too readily interested in men whom they casually meet. I am not drawing upon my imagination. Few days in the week pass in which I do not receive letters asking me in urgent appeal if there is not some way of finding out why So-and-So who was so charming and sincere and every way a gentleman, has never taken the trouble to call, has not answered picture postals, has, in fact, dropped out of sight ever since the summer vacation ended, although while it lasted he could not have been more of a lover than look and word had proved him. I do not like to think that girls ever condescend to seeking young men or stoop to hover about them as silly moths flut-

ter about a candle. The girl who is thus admired and thus forgotten has herself to thank for the situation.

A girl once came to me, her beautiful face flushed and her eyes full of tears, and, showing me a letter with the postmark of a distant city, said abruptly, "Read this." I did read it, and my cheeks grew hot and my eyes were tear-filled with pity and regret. "My dear L.," the letter began. "I do not know how to explain the false position into which I must have drifted during our most agreeable acquaintance in the Adirondacks. You made my visit to Lake P—— a thing to remember with joy. You were extremely kind and the music you played in the evening, the songs we had together and the delightful hours on the lake are all an exquisite dream as I look back upon the summer.

"How you could have exaggerated my compliments and misunderstood my attentions I do not know. The moonlight got into my head, or I should never have kissed you on the evening when we parted. As for asking you to marry me, such a thing was the farthest possible from my mind. I have been engaged for over a year to a lovely girl in my own neighborhood, and we are to be married in October. I am disgusted with myself when I think that I have raised false hopes in your mind, and I can only beg you both to pardon and forget me."

As nearly as possible without actually saying the words, this young man had made a proposal of marriage to my girl friend, and she honestly supposed she had accepted him. She belonged to a refined and thoroughly honorable family, was highly educated and a pianist of more than ordinary ability, yet in a single short

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fortnight she had permitted herself to give far too much of her company, her thought and her affection to a man who was wholly unknown to her and her people. The lady who had chaperoned her was very much to blame, but the girl herself suffered deeply because of her own indiscretion. Few things are more humiliating than a mistake due to recklessness of this kind. The girl of whom I am speaking married happily later and has girls of her own today. She guards them most carefully from the perils which beset impulsive and inexperienced young women in the beautiful morning of the teens and twenties.

#### Summer Conventions.

Among the richest privileges which the summer brings us one must include the various conventions to which we resort for inspiration, instruction and recreation. Girls who have attended conventions at Northfield, Silver Bay, Winona Lake, Bay View or any other place where profit and pleasure are offered in marvelous combination are sure to plan for something of the kind each summer, if they can. Expenses at conventions under the auspices of religious bodies or of the Young Women's Christian Association are arranged to suit the convenience of those who attend. The demands of dress are consistent with great simplicity, and while the morning hours are occupied in Bible study, in listening to great men from abroad or eloquent speakers of our own land, the afternoons are given up to wholesome outdoor recreation. Ideal perfection is reached in the summer interlude of attendance at a convention from which young women return to their homes with deepened spirituality, greater desire for service and a new vision of God.

I remember an incident at Northfield one summer which I pass on to my readers. A young woman responded to a telegraphic invitation sent her by a college classmate, to come to Northfield for a week that she might join some of her college friends in the unexpired portion of a convention. This girl was brilliant, clever and popular, yet so far as any conception of another life, of the Fatherhood of God and the Brotherhood of Christ was concerned she might have been born in the depths of darkest Africa.

As it happened, the first person she met when she alighted on the platform at Northfield was the late Dwight L. Moody. The girls who were to meet her had mistaken her train, and Mr. Moody kindly gave her a seat in his carriage and himself drove her to Marquand Hall, where she was to stay. On the way they had a little conversation which aroused her curiosity. A day or two later she tapped at the door of one of the leaders, saying: "Forgive me for arousing you so early, but I could not wait. Every one here has something that I have missed all my life. They go about with a light in their faces these, these happy looking girls, and what they have I want." She had come to this summer convention not even knowing

her poverty and she went away possessed of the pearl of great price. Ever since that summer, this young woman has consecrated her talents to the best use in the world, has helped others with both hands and has lived without reserve a Christian life.

#### Two or Three Suggestions.

Do not, if you can help it, let the summer pass without sending your mother away for a change or a little treat. Mothers are so unselfish that they are not easily persuaded to do what is best for themselves. Daughters should be careful that the monopoly of the good times is not in their favor. Insist that mother shall lie down in the afternoon and secure two hours of quiet rest in a cool, darkened room between early dinner and suppertime. Merely this rest will smooth the lines from her forehead, give her greater cheerfulness and add years to her life.

Be sure to maintain serenity if things go wrong. If the family is large, the heat excessive and help impossible to obtain, be all the more determined to meet every situation calmly and with resolute courage. Press your brothers into service, if the help of women can not be obtained. Girls should not disdain the help a brother might give if he were asked. In a country church two years ago preparations were being made for a fair to be held during the week. The pastor said: "The men are expected to come and put their strong arms at the service of the women whenever and wherever they are needed while the fair goes on." Why should the woman of a household so often bear the heavier end when the men could give assistance and would do so if it were sought?  
Margaret E. Sangster.

#### New Occupation Found for Women.

"Flats, houses, and rooms found for you on short notice. Apply Miss —," was the short advertisement which met my eye. Being doubly interested I sought an interview with the advertiser.

Perhaps you don't understand what I mean," she said. "Well, it is simple. You know there is a vast floating population in every large city, coming and going all the time, some remaining a few weeks, and some a few months, a large number of them being women, most of whom are desirous of taking flats, houses, or rooms, if they can only find what is suitable to their requirements, and who dread the worry and bother of searching for what they want, especially respectable women and girls who must be sure that they are getting into a nice place. Agents they find so often mislead them; their glowing descriptions are too often drawn from their own imaginations, the commodious and magnificent rooms turn out to be little bigger than cupboards, the 'elegant and refined' furniture a shabby, rickety, mess, and so they get disheartened.

"I am taking all this worry off their hands by supplying them with what they want. They just give me their requirements, tell me which district they wish to live in, and what rent

they are prepared to pay, and I find them a house, apartment, or room to suit them. I charge a small sum per day—about \$1.25 and out of pocket expenses. I then proceed to get full lists of all places, furnished and unfurnished, from all the agents, who know me now, and are careful only to send me accurate particulars, as they know full well that I understand all their dodges and can easily tell if they are misrepresenting, and then, too, it is to their interest now to give me nothing but the most accurate and reliable information, as we are really working together.

"I rarely take longer than a week to find what is wanted, and am glad to say that my connection is rapidly increasing. I have found it to be a satisfactory occupation in every way. It pays me well and is healthful, as I am out of doors so much of the time, and when night comes I sleep like a baby. I make many friends among my much pleased customers and can not begin to do the work there is to be done. I predict that any city of fair size would be a good field for such work, and it would be ideal for one who is tired of a sedentary life and feels that she must have fresh air and sunshine."

It is easy to believe that a rich young woman is beautiful.

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#### How To Cut Circular Skirts To Advantage.

The circular skirt is one of the popular styles of the present time, but it does not especially resemble the circular skirt of a number of years ago. Its lines are so much straighter. It always was one of the most difficult kinds for the amateur to handle on account of its being so bias in places, and, although it measures so much less around the bottom now, it still needs to be handled with the greatest care to avoid spoiling the shape of it.

Women who are really interested in doing their own sewing should avail themselves of every opportunity to become more independent in their work. It is such a convenience not to have to depend always on having an exact pattern for everything one wants, but instead to be able to cut one's own patterns for some of the things which are continually needed.

As styles change so materially from one season to another, it is necessary, where drafting is not understood, to buy patterns from time to time, and one or more gored skirt patterns are usually included among those one needs.

Now, if you have a seven or nine gored skirt pattern, and decide you want to cut a circular skirt, use one of these gored patterns for the purpose. Large sized sheets of light-weight manila paper are a great convenience for a woman who does her own sewing. A quarter of a ream will last a long time, and can be purchased from any of the wholesale paper houses.

Lay one of these large sheets on a table, and, taking the front gore of the seven gored skirt, lay it with its middle front edge parallel with the straight gores on the paper so that the seams—below the hip line—meet exactly, pinning each one in place so it will not slip. After they are all in place cut out your one piece circular skirt. If the gores curve over the hips the fullness there will have to be taken out in darts. And, of course, to cut a skirt of this kind from a gored pattern it is necessary that the skirt in the first place is a good fitting one.

Care must be taken not to have too tight a fit over the hips, for there can be nothing uglier than this. If plain back it will be wise to draw a new middle back line before cutting out. Broad or circular gores have to be made one inch or more larger around both waist and hips, in order to prevent that riding up which one so frequently sees.

Measure the pieces after they are laid in place, through the hip line, and add whatever is necessary in the middle of the back. Then take a rule or yard stick and let it touch the back of the pattern at the waist line and the added point at the hip line and draw a line from the top to the bottom through these two points, letting it come at the bottom where it will. It will be seen that an inch added at the hips will make a difference of several inches at the bottom and the middle back line must always be perfectly straight from top to bottom.

If there is to be an inverted plait in the back, this should be laid so it is absolutely smooth on top and underneath before cutting the skirt around the top and bottom.

Sometimes a skirt is wanted with circular sides and back, and having a separate front gore. This can be accomplished by cutting the front gore separately and laying the balance of the pieces together and cutting as one. One's work can not help but be more interesting where it is possible to do things of this kind, and if the experimenting is done first on paper or old muslin, which has been smoothly pressed, the time has been well spent. Except in the wide suit materials, there is bound to be some piecing in a circular skirt. This piecing must always be done on the length of the material.

Take a one-piece circular skirt having a box plait down the back. To cut this fold your material down the middle and lay it on a large table. In these light summer materials especially there is danger of the cloth pulling out of place. Have a chair pulled close to rest the extra stuff on, and then pin the middle front of the pattern to the fold of the goods. Be sure to allow the proper margin both at top and bottom for finishing. When sure it has been pinned on right, cut it out around the top and bottom and then fold the material which is left so that it will bring the two raw ends together.

If there is any up and down to be observed, this can not be done, but instead the two sides will have to be cut separately. Or if there is some design or pattern to be matched, this also will require separate cutting. But where there is nothing of the kind to be taken into account the two raw ends are pinned together and both sides cut at once.

Do not unpin the pattern from the part which has just been cut, but lay it back out of the way, and lay the

double material on so that the selvages lap and plenty of length has been allowed at the top where the skirt curves. Then lay the pattern out smoothly and pin in place. Never raise the material up in the hand to cut, but let it rest perfectly flat on the table.

In making a skirt of this kind do not hold it up in the hands, but let it rest on the table as much as possible. If it has to be held up at any time, keep your hands away from the waist line, for it can easily be stretched out of shape. Cut the skirt out as if there were to be no box plait, and then cut the plait separately. This has a straight center and is cut so that it meets underneath in the middle, and has seams allowed besides. Then it is seamed to the back seams of the skirt, and the skirt is left open down the middle back, and the skirt band laps the width of half of the plait.

Circular shaped bands or ruffles are much used and are not at all difficult to cut. One thing to observe in work of this character is to see where the straight of the cloth comes and to begin the work at this point usually.

If you examine a circular ruffle you will find it is straight in the middle of the front. Or if it begins where the front gore ends, it will be straight at that point. Peplums or corset covers or sacques are straight in the middle of the back and so usually are sailor or other shaped collars.

For a circular ruffle have a long strip of newspaper, cutting it the width desired for the ruffle. Starting in the middle of the front gore of the skirt pin one of the straight edges of the paper in position. Then at intervals pin small plaits or darts in the strip along the upper edge, letting them run out to nothing as the lower edge is reached. The depth of each plait and the space allowed between will have to be governed by the fullness or flare desired at the bottom, for after a few plaits have

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been laid one can readily see what the result is going to be.

Keep on pinning until the middle of the back of the skirt is reached, then remove the paper ruffle, being careful not to disturb the pins which hold the plaits, and lay this newspaper strip on a piece of the manila paper, pinning the middle front edge of the strip to a straight edge of the paper and cut out your circular ruffle.

When trimming bands which are not circular are desired they should be cut on the bias, and usually it is necessary to stretch the lower edge a little. There is danger of making too much of a ripple if the utmost care is not used. While on the subject of a bias strip it may be as well to say a few words about cutting material bias. Cloth which is not cut straight across the width or down the length is cut on some sort of a bias. There are long and short biases, a true and a choice bias.

Any long bias is made by folding the cloth a little off the straight, while a short bias approaches the true or perfect bias. To cut this the length is folded directly across the width, and the cloth is cut on the fold, which is made by doing this. The cut edge is on a true bias. In piecing these bias strips together it should always be done on the straight or selvage edges.

A "choice" bias is a true bias, but has reference only to materials which are of a diagonal weave. Serges, chevots, crepes and similar cloths come under this head. In order to have a bias band cut from one of these materials look well, it is not only necessary to have a true bias, but it must be a choice bias as well.

This is made by cutting the bias from the edge, which will allow the diagonals to run at right angles to the edge. Fold the material over on one corner—say the left hand corner—and you will quickly see that the edge looks neither bias nor straight, for the diagonals run parallel to the edge in a way, and give it an uneven appearance. Turn over the corner on the right hand edge and see how different the effect is. Here the diagonals will run at right angles to the edge, and the effect is much more pleasing.

Cuffs and collars can be cut from paper patterns, although there is nothing better for experimenting in this direction than soft tailor's canvas.

One frequently sees one piece frocks finished at the neck by a round shaped yoke, or perhaps there will be some more or less fancy shape given to the lower edge. A blouse of this kind is generally cut first with the blouse material going up to the neck line. As there is but little if any waste in this it is the easiest way. When the blouse is being tried on mark off the shape desired for the yoke and let some one help you out with the line across the back—although this can be completed after it has been taken off.

After the line has been satisfactorily drawn remove the blouse and

cut it cut a seam's width above this line. Use the piece which has been cut out as a pattern for the yoke, not forgetting, however, to allow not only the seam's width which has been left on the blouse but another seam's width for turning under on the blouse.

Cuffs which turn up over the bottom of the sleeve are usually bias on the upper side. By this is meant that instead of having the cuff material where it goes over the outside fold of the sleeve on the straight it should be on a bias fold, and the lower cuff edge should be stretched a little or curved slightly. If the latter thing is done curve it up off the straight about one-half inch where the fold comes and let it shape down to the straight edge at the place where it is to be seamed. Where a flaring cuff is wanted the curve on the bottom is deeper.

Anna R. Morehouse.

**Believes That All Prizes Are Vicious.**

Speaking of shams, one of the dearest and foremost is the prize.

Prizes are entirely vicious. They are destructive of all good work. They are pernicious in their effects on the worker. They are both useless and immoral.

The blue tickets and Bibles offered in the Sabbath school, the rewards of merit offered in the public school, the gold medal offered to the best orator or Latin scholar in college, all are pure iniquity, inimical to the general welfare of school life and aims and destructive to the characters of both him who wins and them that lose.

You can set it down in your books that the only good work that is done on this planet is work that is done for the love of it.

The only art that lives is art wrought for the sheer delight in making a beautiful thing.

The only literature that is great is that which is poured hot out of a soul for pure joy and self-expression.

Good work, lasting work, high and strong work, never was and never will be done for pay of any kind.

The teacher has but one business, to inspire the scholar with the desire to study, to learn and to create. When he offers a prize he confesses his inability to do this and falls back on a cheap and nasty motive to make good his incompetency.

Offering prizes for a national anthem, or for the best story, or for the best essay, is unadulterated ignorance of human nature. I have never read a prize poem, story or essay in my life that was worth a cent.

The reason is simple: Good workmanship is the flowering of an inward impulse to create. It is a matter of love.

To offer prizes for literature is of precisely the same moral quality as to offer to pay two young folks to marry. No decent marriages are so made.

Rewards are the reverse side of punishment. It is as wicked to give a child candy for being good as it is to beat him for being bad.

Whoever injects pay or damage in-

to moral motives is committing a crime.

When virtue is not its own reward it is not virtue.

There is no possible pay for being modest, pure, gentle, brave, kind and loyal. Any sort of reward or punishment tacked onto these things prostitutes them.

There is no possible pay for good work. We sell our labor and our goods, of course, for what we can get for them, and we get as much as we can, under the rules of the game.

But, just the same, all the good work we ever did was play. It was done with joy, not for joy.

Mankind will never rise out of the welter of competition, social strife, business wrangle and war until it learns this fundamental moral truth, that all prizes are vicious.

Frank Crane.

**The Changing Styles in Bows.**

The bows that are put on women's low and fancy shoes are rather expensive and they are becoming more and more so each season. One reason for this is that the styles are changing every season and the tendency seems to be towards a better quality, and also towards a more expensive ornament.

Another feature of to-day is that the bow is smaller than what it has been. In a line of sample bows, which will cover some 200 or more different kinds, one will notice that practically all of them are very small. In a full line there is everything from which a bow can be made besides leather. There are a good many black velvet bows, and when these have a steel ornament, as most of them do, they look very fine on a shoe.

A new idea is to put several bows on one shoe. Take a two-strap shoe and in some styles it carries three bows. If it was a six-strap shoe it would have six bows. Not many manufacturers are doing this now, but it is a coming style. The bow covers the strap and finishes it.

Not only are more bows being used, but the bows themselves are becoming more complicated. There are some styles that are made so that there are three bows all in one and finished with an ornament. It is the ornaments and the buckles that

are adding most to the cost of the new bows. It often happens that the ornaments on a pair of fine shoes cost as much, if not more, than the shoes themselves.



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## BUSINESS BUILDING.

### Some Underlying Rules Which Must Be Observed.

Talk No. One.

By the term "Business Building" I mean the art of securing permanent and profitable patronage.

Right there success in life, commercially, hinges. Think that over well.

For the sake of emphasis, let me state the same truth again this way: Success in life, commercially, hinges on business building, the art of securing permanent and profitable patronage.

It is true of the employer. It is true of the employe. It is true of the professional man. It is true of everyone engaged in useful effort. It is certainly true of those engaged in the mercantile business.

Everybody engaged in useful effort is engaged in business—in busy-ness, and his money-making power depends upon his power to secure permanent and profitable patronage.

Make this, then, your mental sun-glass, with which to focus things; make this the target at which you aim; make this then your daily slogan, "I will develop by art of securing permanent and profitable patronage."

To do this start out by bearing in mind that you are a salesman; realize that you actually have something to sell.

If a book-keeper or stenographer, you are selling your services; if selling merchandise, you are doubly a salesman.

First, you are selling the product of the house you represent, to the buying public.

Second, you are selling your own services to the house you represent.

It will be a blessed old day in the world of trade when everybody wakes up to the fact that he is a salesman; and that the price he gets for his goods, even thought the goods be service, is potently influenced by one of the same laws that so largely regulate the sale of merchandise; namely, that the price is very largely regulated by the quantity and quality of the goods delivered.

"I'm not paid for doing that," never made good goods in the way of service.

"I'm earning my salary now, and I'll be blessed if I will do any more," never brought a raise.

The man who is always looking to see how little service he can render, never becomes a master salesman; and that's what every man in the commercial world to-day should strive to be—a master salesman; for a master salesman is a master business-builder, and the master business-builder is the architect of a nation's commercial greatness.

Thus you see that those who dwell on the mental plane of doing as little as they can for their wages forget that the man who never does more than he is paid for, is never paid for more than he does.

Let this thought sink deep into your mind, if you strive for success in the commercial world, the doers are the money-makers—become the captains of industry, the master mer-

chants; but the "shirkers" and the "work-dodgers" are the "down-and-outs," the might-have-beens that never were.

What Are You in Business For?

Why Are You Working?

We have seen that in final analysis everybody engaged in useful effort is a business-builder. He has a business of his own to build. To do that, he is selling something—service or something else.

This series of articles must be eminently practical from a business point of view. However, in a broader sense, this series of articles should appeal to all workers in the vast field of commerce, or—to change the figure—to those who have set sail upon the sea of commerce, since each one is sailing for or wants to sail for the same port—success.

Let us be real plain about it: We all want to achieve financial success. Of course real success includes more than that, but it does include financial success.

As the prime object of human existence is the attainment of content—happiness—in the broad sense of that term, I have but little sympathy with those idealists who say that money has nothing to do with happiness. Personally I do not believe it is possible to be broke and happy at the same time. If you do, you are an exception to the rule.

To you, then, who are engaged in that particular branch of the world's commercial work known as the mercantile business, I ask these questions:

First, In what direction lies the harbor of financial success?

Second, what power propels your craft?

Third, what are your chart and compass?

Before you answer these somewhat abstruse questions, I want to ask you again, Mr. Employer, this question: What are you in business for?

Of you, Mr. Employe, I would enquire this: What are you working for?

Did I catch your answer correctly, and, written out, does it read, "To make money."

Let me ask each of you the same question in a little different way: What is the object of the existence of that commercial institution of which you are a part?

Is your answer the same as before? Did I hear you say, "To make money."

If I have caught your answer correctly, then I want to say this:

You are not headed in the right direction for the harbor of financial success. Your motive power is not good. Your chart and compass are out of order. Your craft will not arrive at the desired destination, except the chance wind of favorable fortune should drift it there. You will not reach it by that kind of navigation.

Now, don't jump off your chair, nor tear your hair, nor swear; neither believe this "hot air." Be fair. Wait till I finish this thought.

If you want more goods, what do you do?

Can you get the manufactured

goods by going directly after the real thing? Or are you obliged to think about the ingredients which brought together make the goods and then really do something to bring them together?

You are obliged to get back to cause—the things, which combined, make the effect, the result—the goods.

It is just so with this commercial success business—this financial affluence question.

Money doesn't "make" itself. It has to be "made."

And the necessary ingredients for making money may all be summed up in one word—"service."

Service—the open sesame, of the gates of success;

Service—the bugle-call of high endeavor.

It is the most potent word to my mind that man has ever coined—service. Study what it means, and you will think so, too.

Certain ingredients are cause; merchandise is effect. Service is cause. Money is effect.

Correctly combine large quantities of the right kind of ingredients together and you get much merchandise.

Mix enough of the right kind of deeds, (the things you do), and the right kind of words, (the things you say), and you then render great service, and the natural result is—more profit to you.

The profit you make, is the pay you get for the service you render.

Are you aware of the fact that ninety-five per cent. of those who set sail on the sea of commerce fail to reach the port of financial success?

Startling—but true. Why? There's a reason.

There is always a reason why this man wins, and that man fails.

Ask the next one hundred persons you meet the question. "What are you in business for?" You will get the answer, "to make money" from at least ninety-five per cent. of them.

That's the reason for their failure.

When ninety-five out of every one hundred can knowingly and understandingly say, "I am in business, or I am working to render service;" when they can say that honestly, meaning every word of it, then the statistics will be gloriously reversed—ninety-five per cent. will win. For ninety-five per cent. can win, if they will render the world the service that the world needs.

We must get back to the law of cause and effect in the world of business.

Fire is cause, heat is effect. If I want heat, I build a fire.

Service is cause; money is effect. If I want the heat of money, the warmth of profit, the enjoyment of more pay, I must build a bigger fire of service.

So must you—you who read this. So must every man who would be a business-builder and a money-maker.

No one can escape the law of cause and effect.

There are thousands of employes ruining their eyesight looking for more pay. They get so close to the log of "more money" that they can't lift it. If they would look for more

ways to render greater and better service they would soon make a lever that would life the log.

There are thousands of corporations (composite salesmen) also are looking longingly for dividends to increase. They are so close to their business that they can't see it.

Quit worrying about dividends, and become more active in the use of your constructive imagination, figuring out ways and means to solve the problem of rendering more prompt and more efficient service in every way, then the "more dividends" question will take care of itself.

There is one more question I want to ask in this article—but it is a most important one. It is this:

Who are the salesmen in the world of commerce? We have seen that in the broadest possible sense, everyone is a salesman, but we are narrowing the question right down to commerce in the technical sense of that term, when we ask, who are the real salesmen of the world? Think it over, and have your answer ready, and I will give you the answer that appeals to me as being the correct one in talk No. 2, which will appear next month.

A. F. Sheldon.

### That "Gift of Gab."

"We have a fellow in this town who would make a great traveling man; he has such an awful gift of gab." Is there a Rolling Stone who has not heard this paradoxical remark? And, still, can you call to mind any real successful salesman who exercises this so-called gift?

We know of many firms that hold regular schools of instruction for their men, to teach them not how much but how little to say, and still cover the ground.

You can find a man on any old corner with that "gift of gab," and usually he hasn't much else.

If you know your goods fairly well, and human nature a whole lot, leave the "gift" to the other fellow.

A phonograph can say clever things, but it never could sell a bill of goods.

A good joke or a funny story, well placed, is all right, but if you are a salesman don't try to be a comedian.

It's more water on your wheel to laugh at your customer's joke than to have him laugh at yours.

The "gift of gab" has lost more sales than it ever made.

In business never talk for the sake of talking. A good listener has it "on" the "gift." There's a sermon in the word "tact."

### Others in the Field.

A little boy was taught the Lord's prayer, and found it much to his taste. For a few days he kept repeating it with great faithfulness and then announced to his mother in great disgust:

"I heard another fellow say that prayer to-day, mother. First thing we know, it's going to get all around town."

When one goes into a store and is waited upon carelessly and sort of impersonally, he always wonders if anything like that is going on at his own place.

## Prof. A. P. Anderson had the grocer in mind, as well as other folks, when he invented Puffed Foods.

Some grocers seem to think good things are only invented for their customers.

Do *you* eat Puffed Rice and Puffed Wheat? We know you *sell* it---but do you *eat* it.

If you *do*, you know why the sales have jumped so rapidly.

If you *don't* you are missing one of the most delicious breakfast and luncheon dishes ever invented for man.

Take a couple of packages (one of each) home to-day---try them with cream or fruit for breakfast---in a bowl of milk for supper.

Puffed Foods *eat* as well as they *sell*.

### The Quaker Oats Company

## THE BUSINESS GIRL.

### Some Things Which Happen When She Marries.

"The American girl seldom loses her heart and never her head when she marries," said a practical minded woman recently.

If this is so, it would seem to be especially true of the business girl, who is supposed to have spent her time in the business world in cultivating her brain rather than her emotions. But is it? Does the business girl marry, in the majority of cases, for anything but love? Most people, reviewing the marriages which have come under their own observation, will say emphatically, No. They may add that so far from making a marriage of convenience the business girl seldom bestows herself on a man whom any worldly adviser would consider most ineligible. This may be due to the fact that she knows that, at a pinch, she can help out the family income herself. She has seen enough of the world to know that it is sometimes safer to take risks than to be afraid of them.

It is oddly and unexpectedly true that business, so far from destroying womanly qualities, often intensifies them. Women are usually preferred for the kind of work which may be called "office housekeeping"—keeping track of small expenses, filing bills and letters, attending to routine correspondence—all the important small affairs which no man has time nor patience to look after. She does this work just as carefully, as methodically and as daintily as she would care for her china closet or her linen room if she were a housekeeper. A woman who can keep a modern office in order can run a modern house. It was different in the old days, when housekeeping meant breadmaking, brewing, spinning, weaving, dyeing and a dozen other minor occupations which required that sort of manual deftness only to be gained by years of practice. The modern house is kept economically if the buying is skillfully done, the work well planned, the servants managed with tact, the little details kept in mind—and the stenographer and book-keeper in an ordinary office gets thorough training in all these things.

Another valuable element in the business girl's life is the insight it gives her into the nature and habits of man. She sees men as they are, not as they are dressed up to appear for a few hours in the evening, and she usually gains a solid respect for their best qualities, and is able to account for their weaknesses, as the home-staying woman can not unless possessed of that priceless intuition which many true wives have. The business girl knows what it is to work at high-pressure speed from 9 o'clock in the morning until 5 or 6 at night, and come out of the office feeling like a wet rag. When she remembers the crisis which was just weathered by borrowing all the money in sight at ruinous rates, which kept the house for weeks so near the brink of ruin that even the office boys knew it and loyally hung on

without knowing whether they would get next week's pay or not—and remembers also the wife of the junior member sailing in with a sheaf of unpaid bills, the business girl is not likely to spend her husband's money recklessly and cry because he will not increase her allowance. She knows.

The business girl remembers other things. She recollects the morning when the chief was in the middle of some important correspondence which demanded every thought and faculty he had, and just as he was walking the floor, trying to get the right phrase, his wife and her aunt and cousin and friend from Los Angeles fluttered in and irradiated the office and took up three-quarters of an hour of invaluable time before they could be politely gotten rid of. The chief loved his wife, but his stenographer will never forget the expression on his face when he finally shut the door nor the afternoon she spent racing through that correspondence to get it done in time to send off by the last mail. She will remember that business is business and a man's private office is his sanctuary.

The business girl knows that there are times when work can not be gotten through in business hours; she has sat at her machine until 7, and head clerk at the telephone explaining to a suspicious betterhalf why he can not possibly go to the theater with her. She knows that a man's time is not always his own, and she will not think, every time her husband spends an evening away from her, that it is the blonde stenographer at the office who is the cause of the trouble. She has been that stenographer herself. She knows that, as a rule, business has no room for sentiment, and that when a man is chasing the dollar he can not often stop to look at the girl.

Another quality developed in the business girl, which only business can develop, is that yearning love of home which comes of regarding home as a luxury. The business girl has to make recreation of what many other women consider work. She has to do her fine laundry, and her home dressmaking, and her bits of embroidery and millinery, and light housekeeping outside of business hours, or not at all. Who has not heard the business girl say, sighing or gleeful as her temperament may move her:

"Thank goodness, to-morrow is a holiday and I shall have time to finish that shirtwaist!"

When a girl has spent eight long hours every day in the week at the typewriter, and got her own breakfast and made some of her own clothes mornings and evenings, the idea of having nothing to do but keep house, of being mistress of her time, of being able to get out in the sunshine of a pleasant afternoon, suggests a state of bliss. And when she hears married women who have gone straight from the careless irresponsibility of their fathers' houses into the comparative responsibility of housekeeping for two, complain of being "tied down," she occasionally

wishes they might know what being tied down really means.

"You have so much freedom," they tell her. "You don't have to think of anybody but yourself."

The business girl would like to tell them that nobody can progress very far without thinking of something besides self. She would like to tell of days when she has crawled out of a sick-bed and gone to the office because, although her job might not be endangered by her absence, some of the interests of the house undoubtedly would. She would like to tell of the time when she had to give up seeing her favorite play because there was an unexpected rush of orders; of the day when the man at the desk next hers got drunk and over-familiar and she had to pretend not to notice it; of the effect which it has on a person to have only two weeks out of the whole year when one can be out of doors in the daytime or think of a trip out of town. She would like to ask them how they would enjoy counting over their pennies at the end of every week to see whether they could afford lunch or not, and how they would like to have to economize on the necessities of life in order to buy a tailor-made suit, not because it was actually needed, but because women in that position had to be well dressed. When the business girl graduates from business hours into her own home she is likely to feel as if, so far from being tied down, she had just cut loose from a Procrustean couch that was sapping her very life.

Above all, when the business girl marries, she wins the priceless opportunity of working for those she loves instead of for money. The only thing which makes life interesting to many business women is the consciousness that they are part of a big business ideal. The newspaper woman feels the thrill of loyalty to her paper as the soldier to his regiment. The book-keeper in a first-class house is proud of the quality of "our goods." Business men nowadays are cultivating esprit de corps among their employes, and the soul of a woman answers the call with the instantaneous enthusiasm which women have always shown for anything greater than themselves. Yet—when the chance comes—when the woman sees before her a future in which there will be no divided duty, in which she can put her whole self into her work and never think of the money reward, she puts the business ideal behind her and takes up the greater work with the same enthusiasm and energy. Does a business girl make a good wife? How can she help it? If she has been a good business woman it is through loyalty, executive ability, intuition, clear-headed foresight, faithfulness in things great and small—and these are qualities which most men value in their wives as above rubies. Evelyn Hildreth.

#### Good Substitute.

Gloomy Individual—Have you any prussic acid?

Waitress—Good gracious—no!

Gloomy Individual—Then bring me one of your steak and kidney pies.

We have a lot of choice buckwheat suitable for seed. Write for prices.

Watson-Higgins Milling Co.  
Grand Rapids, Mich.

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

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

### "Purity Patent" Flour

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

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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.



### Wherein the Girl Baby Has Her Compensation.

Written for the Tradesman.

Dear little heart, you have come, and you are a girl, when your folks had set their hearts on your being a boy. What makes it worse, the Perkinses, who live over on the next street and who are quite intimate friends of your folks, have a brand new boy. The way Papa Perkins is lording it over your papa is something truly dreadful; and the superior air with which Mamma Perkins, just as soon as she is able to get out, will slyly commiserate your mamma in a perfectly polite and feminine manner that will be even more humiliating and harder to stand than what your papa has to take from Perkins.

You can see plainly that your folks are sorely disappointed. Naturally your womanly little heart is wounded and grieved. Let me tell you some things.

If your folks knew, little one—if only they could know—what a treasure they've got; if they could realize the peace and comfort and satisfaction that you will bring to them; and if the eyes of the Perkinses which now, by the way, are most mercifully blinded, could be opened to see what an unending source of carking care and sorrow is this son they have so jubilantly made welcome, your papa would tell the now triumphant Perkins where to get off at immediately.

Just what causes the fascination for parents—the ignis fatuus, as it were—of a boy baby, I can not for the life of me understand. Considered as a parental investment—and why shouldn't children sometimes be considered in this light?—a nice little girl like you, wee darling, always can be recommended. She is good as a government bond, and when you think of the sunshine and happiness she brings into even the humblest home, she yields better dividends than the bond. But a boy—well, a race horse or a mining stock or a lottery ticket is safe, conservative property compared with a boy!

One great drawback about a boy is that after you've got him nobody on earth knows at all what to do with him. Now, with you, little missy, anyone with a spoonful of brains can bring you up all right. Parents who can't manage a girl properly don't deserve to be parents; they are what the vulgar call "just blamed fools." With a boy it is entirely different. Getting right down to the facts in the case, the President of a university doesn't begin to have wisdom enough to undertake the job of raising a boy. A justice of the Supreme Court and the most illiterate man with a hoe are precisely on a level. Neither one knows anything about it. Solomon wrote out how he thought other people ought to do it, but he failed miserably himself. Read the account, Kings or Chronicles, of his son and successor, Rehoboam, who through sheer obstinacy and pig-headedness lost the greater part of the kingdom. As to his other sons—and with all his 700 wives it is reasonable to suppose that he had quite a number—I can not learn that one of them amounted to enough to gain

any mention whatever, either in sacred or profane history.

Really there is no dependable knowledge extant on how to bring up a boy in the way he should go. It is rank speculation from start to finish. Yet parents are ever ready to take the gamble. Readier, for readier to stake their very all of happiness and a lot of their wealth on a son and heir than to take up with a nice profit-yielding little proposition like you, sweetness, with no risk attached.

Indeed, if you want to see parental pride at its highest notch, if you want to see it swelled to its fullest arrogance and hauteur, just note some case where the coming of three or four daughters has preceded the advent of the tardily-arriving, greatly-desired son. With that unction do the words "our boy" roll from off the paternal and the maternal tongues!

"Are there no dutiful sons?" do you ask, little Miss Innocence? There are some. I have read about them in trustworthy books and I have known very few—a very few—in real life; just as occasionally I have seen a person with double teeth all around or a calf with five legs or two heads. They were freaks and so rare that really they cut no figure.

A son and heir! Most happy association of expressive terms. Now an heir is one upon whom you bestow something, not one who does anything worth while for you. A son is an heir all right.

I think I could write a book—I know I could talk a year—about the difference between a good son and a good daughter. To be a good daughter, a girl must have positive virtues and excellencies. She must be thoughtful of mother, kind and considerate with father, stand ready to help them in every hard place and care for them as no one but a daughter can in sickness and old age. To be a good daughter requires a whole lot of self-abnegation.

But a boy may be what is called a good son and not know the first principles of self-denial—never dream there is such a thing in the world. If a boy isn't an actual disgrace to his parents; if he doesn't bring their gray hairs in sorrow to the grave in popular estimation he is regarded as a very good son.

Not that all grown men are selfish. They are not. Let me explain a little. The Romans called the youthful male a puer, which, being translated means just boy, until he was forty. They were right. By the time a man is old enough to have any thought for others, even for his own parents, he has a wife and children and is so loaded down with burdens and responsibilities that he can't possibly be any good to his father and mother. They must needs help him, instead of his helping them.

Your folks don't know it, and Perkins' folks couldn't possibly be made to believe it, but nevertheless it is true that with a boy it's just money out right along. A girl will adapt herself to circumstances. If she finds, when she comes to years of observation, that the stork did the unusual thing and brought her to a home of wealth, she will take hold industriously

and help father and mother spend their money. If they are really burdened with pelf, a bright daughter will succeed in relieving them of a lot of it in a short space of time. On the other hand, if her parents are poor, as soon as she is old enough she will go to work at something, and soon will be buying clothes for the younger children and slipping every now and then a hard-earned dollar in the family till.

But talk of anybody's getting anything out of a boy. If he is wild, of course he will spend all the money he earns and more, too, upon himself. If—wonder of wonders!—he is steady and gives promise of ability and aspires to be somebody, then he must have an expensive education and later be set up in some business or profession.

Never mind, little dear, let Papa Perkins swing his hat high and let Mamma Perkins slyly commiserate your mamma. With your sweet, winsome ways you can not fail to make a place for yourself in the hearts of your father and mother, and they soon will forget their disappointment. Time will roll along. After they have seen the Perkinses wrestling for fifteen or twenty years with the problem of bringing up a boy and growing round-shouldered and white-haired in the struggle, your folks may get a little speck of sense into their nodules, and the idea may penetrate their thick parental skulls that they have been far more abundantly blessed with their precious little daughter than have been the Perkinses with

that boy they are now bragging about. Quillo.

### Man Has Best of Bargain.

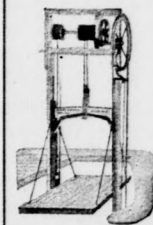
A man buys his shirts and his clothes ready made, but two suits will do him with which to keep going. The woman who works needs many times the number of garments of the man who works. She can make them much more cheaply than she can buy them ready made, and this she does.

A man sends his laundry to the laundry. A woman does as many of the little things—the handkerchiefs and neckpieces—as it is possible to do in her room.

A man hires his mending done. If a woman does this she is considered extravagant.

The girl who works never gets away from her own womanly duties, no matter how many duties of man she may assume. That is why she breaks earlier—or, at least, it is one reason of the why—but the malady of overloading is not monopolized by the women physicians.

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Hand and Power  
For All Purposes

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State your requirements, giving capacity, size of platform, lift, etc., and we will name a money saving price on your exact needs.

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**Quick Service  
Courteous Treatment  
Reliable Goods  
And Right Prices**

And as far as heard from our customers,  
they say "we deliver the goods."  
You get what you order, get it quick and  
at the right price

## JUDSON GROCER CO.

**Wholesale Grocers**

**Grand Rapids, Michigan**

## UNCLE TOM'S CABIN.

### How It Was Received and Recognized in England.

In the year 1852 the institution of slavery, entrenched behind the Constitution, laws, social custom, and instituted religion of the mightiest nation on the face of the earth, seemed to bid defiance to every effort to overthrow it. The enlightened advancement of the age was against it, and it was engaged in a desperate life and death struggle for existence. It fortified itself within the doctrine of State Rights and magnified the sovereignty of the state until the authority of our National Government became a mere shadow to be cast hither and thither at the caprice of every wayward commonwealth, and the Slave Power ruled the Nation. It commanded the Whig party to bow before its shrine, and it bowed never to rise again. It was to compel the Democratic party to yield the same homage to its own destruction. Those who believed slavery a great moral wrong felt compelled to compromise with a wrong they could not overthrow.

Slaves were property and any attack on slavery was an attack on one kind of property, and an attack on one kind of property was indirectly an attack on all kinds of property, and that was an attack on the very vitals of constituted society. Hence the fury of mob violence that raged against the Abolitionists. They were the outcasts of the respectable society of that time. They were called "Atheists" "Anarchists," and were looked upon as the enemies of their country.

In March of this year a woman published a book designed to show what the institution of slavery really was. She meant to show it fairly and truly; its best as well as its worst features. Three thousand copies of the book sold the first day and ten thousand the first week, and power presses running day and night turned out five hundred thousand the first year. Grave men and women read this book who had never in their lives before read a word of fiction. They laughed and they cried over it, and cried more than they laughed.

Mothers read to their boys and those boys grew up with a detestation of slavery and ready to vote or fight for its overthrow.

Wherever this book was read (and where under God's heavens was it not?) it created a great wave of anti-slavery feeling. This was remarked by the Slave Power with anger and alarm. Slavery seemed to them endangered even behind its lofty battlements of State Rights. Anti-slavery sentiments and anti-slavery votes were increasing at an alarming rate! Mr. Lincoln said in his Cooper Union speech: "There is a judgment, and a feeling against slavery in this Nation which casts at least a million and a half votes. You can not destroy that judgment and feeling—that sentiment—by breaking up the political organization which rallies around it."

It was this fact that alarmed the Slave Power and led to the formation

of the Southern Confederacy: a government according to Alexander H. Stephens, that made slavery its foundation-stone. This new government was to be built not on the "erroneous proposition, 'we believe all men are created equal;' but on the inferiority of the negro to the white man, and that his only normal relation to the superior race was that of slavery." Now no one influence was more potent in producing that "sentiment" that expressed itself in anti-slavery votes, than was 'Uncle Tom's Cabin.' So it led to the secession of the slave states, the Civil War, and the complete extinction of the institution of slavery, and State Rights fell with it. A woman had reversed the decisions of the highest court in the land, rewritten the Constitution, and stricken the fetters from four millions of bondmen.

She had done this by appealing to the heart where others had spoken to the head. Men read and laughed and wept and voted: and slavery, at last, was no more.

Her lever was the wand of art, Her fulcrum was the human heart, Whence all unfeeling aid is; She moved the earth! Its thunders pealed, Its mountains shook, its temples reeled, The blood-red fountains were unsealed, And Moloch sank to Hades.

The first edition of Uncle Tom's Cabin, printed in England, was issued by Henry Vizetelly, in April, 1852.

There were 7,000 copies printed, and sold, in a neat volume at ten shillings and a sixpence per copy.

Mr. Vizetelly received a copy of the first American edition, which had been issued on March 20, of the same year, from a friend who had purchased it for his own reading as he was about to sail from Boston for Liverpool. He offered it to Mr. Bogue, the publisher, who after reading it felt that it would not pay the cost of printing if issued in England. Mr. Vizetelly then took it to his friend, Mr. Clark, and one night was allowed for decision. A copy was submitted to Mr. Salisbury, the printer, and this gentleman made the following report:

"I sat up until four in the morning reading the book, and the interest I felt was expressed one moment by laughter, another by tears. Thinking it might be weakness, and not the power of the author that affected me, I resolved to try it on my wife (a rather strong-minded woman). I accordingly woke her, and read a few chapters to her. Finding that the interest in the story kept her awake, and that she, too, laughed and cried, I settled in my mind that it was a book that ought to, and might, with safety, be printed."

After the 7,000 copies had been promptly sold, other editions followed, and Mr. Vizetelly disposed of his interest in the book to the printer and agent, who joined with Mr. Beeton and at once began to issue monster editions. The demand called for fresh supplies, and these in turn called for more, with an ever-increasing demand. The discovery was soon made that any one was at liberty to reprint the book, and the initiative was thus given to a new era in cheap literature, founded on American reprints.

A shilling edition followed the one-and-sixpence, and this, in turn, became the precursor of one "complete for a sixpence."

From April to December, 1852, twelve different editions (not reissues)

## Quick Paper Baler

Is Quick, Simple  
Compact  
Durable and Cheapest  
Costs only \$20. Order today.

Quick Paper Baler Co  
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The Original Fly Paper

For 25 years the Standard  
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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.



Wilmarth Show Case Co.  
Show Cases  
And Store Fixtures  
Jefferson and Cottage Grove Avenues  
Grand Rapids, Mich.

## The Diamond Match Company

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| 5 size—5 boxes in package, 20 packages in case, per case 20 gr. lots.....  | \$3.35 |
| Lesser quantities.....   | \$3.50 |
| <b>BULL'S-EYE.</b>   |        |
| 1 size—10 boxes in package, 36 packages (360 boxes) in 2 1/2 gr. case, per case 20 gr. lot.....  | \$2.35 |
| Lesser quantities.....   | \$2.50 |
| <b>SWIFT &amp; COURTNEY.</b>   |        |
| 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 |
| <b>BARBER'S RED DIAMOND.</b>   |        |
| 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 |
| <b>BLACK AND WHITE.</b>  |        |
| 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 |
| <b>THE GROCER'S MATCH.</b>   |        |
| 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 |
| <b>ANCHOR PARLOR MATCHES.</b>  |        |
| 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 |
| <b>BEST AND CHEAPEST PARLOR MATCHES.</b>   |        |
| 2 size—In slide box, 1 doz. in package, 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 |
| <b>SEARCH-LIGHT PARLOR MATCH.</b>  |        |
| 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 |
| <b>UNCLE SAM.</b>  |        |
| 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 |
| <b>SAFETY MATCHES.</b>   |        |
| <b>Light only on box.</b>  |        |
| 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 |

## Invest your dime in a Green Seal Cigar

And get the worth of your money

Ask for the New Standard 3 for 25 Size

Detroit Cigar Manufacturing Co.  
Detroit, Mich.

sues) were published, and within twelve months of its first appearance, eighteen different London publishing-houses were engaged in supplying the great demand for the book that had seized on the public.

The total number of different editions was forty, varying from fine illustrated editions at fifteen shillings, and ten shillings, and seven shillings and a sixpence, to a cheap popular edition at one shilling nine pence, and sixpence. This continued, until in a comparatively brief space of time a million and a half copies of the book had been distributed in Great Britain, Canada and the colonies.

In September of the same year, it was dramatized in England, and ran for many months as the great attraction in the Royal Victoria and the Great National Standard theatres of London.

The London editions were many of them illustrated by Cruikshank and had introductions by Elihu Burritt and Lord Carlisle.

There were twenty translations of the book following its appearance in England, and these arranged in the alphabetical order of their languages, are as follows: Armenian, Bohemian, Danish, Dutch, Finnish, Flemish, French, Greek, German, Hungarian, Illyrian, Italian, Polish, Portuguese, Romain, Russian, Servian, Spanish, Wallachian, and Welsh. Then came a translation in the language of Siam, and a lady high in the court of the King liberated her one hundred and thirty-eight slaves after reading it. Since then there have been many other translations made.

As a result, a great wave of anti-slavery feeling swept over the world; but most markedly in England.

During the Civil War, a great peril hung over this Nation of armed intervention on the part of both England and France, to raise the blockade on the Southern coast, and enforce the acknowledgment of the Southern Confederacy by the Federal Government. Owing to the fact that the supply of Southern cotton was cut off by the blockade, there was great suffering among the operatives in the manufacturing districts of England, like Manchester and Birmingham. Nevertheless these very starving operatives sent Mr. Lincoln memorials signifying their full sympathy with the cause of the North, on the ground that they felt that the issue was one of free and slave labor, and that the war was but a chapter in the struggle for the rights of labor. To one of these memorials Mr. Lincoln replied:

"I know and deeply deplore the sufferings which the working men at Manchester, and in all Europe, are called to endure in this crisis. \* \* \* Through the action of our disloyal citizens, the working men of Europe have been subjected to severe trials. \* \* \* Under the circumstances, I can not but regard your decisive utterance on the subject as an instance of sublime Christian heroism which has not been surpassed in any age or in any country. \* \* \* I do not doubt that the sentiments you have expressed will be sustained by your great Nation; and, on the other hand, I have no hesitation in saying that

they will excite admiration, esteem, and most reciprocal feelings of friendship among the American people."

Uncle Tom's Cabin had not been circulated in vain among the working classes of England, and it had given them so clear an insight into the relations existing between slave and free labor as to make the intervention of England in support of a slave-republic an impossibility. If the book was one mighty factor in precipitating the Civil War, it was also the chief instrument in protecting us from the peril of foreign intervention during that same war.

It is this which constitutes "the little Yankee woman" so great a figure in American history, and in the history of the world, and of civilization. It is for this reason, far more than as a clever writer of fiction, that she has found so honorable a place in the Temple of Fame.

Charles Edward Stowe.

#### Decline In Physique.

The physique of the German peasant class, meanwhile, is steadily deteriorating, owing to inferior nourishment. This statement is made in a report prepared by Dr. J. Kaup. Such deterioration as a general fact is not new, but its exact extent has hitherto been doubted.

Judged by the army test, the urban population also as a whole decreases in physical efficiency; but the deterioration in the rural districts is more marked. Between 1902 and 1908 the percentage of the physically efficient among men of the agricultural class fell from 60.5 to 58.2, and this decrease is more marked in particular provinces.

A further sign of unhealthful conditions in the country is that infant mortality, despite better education and hygiene, has as a whole not fallen, and that in some districts it has even increased. Also the birth rate in the country, particularly in Prussia and Thuringia, has fallen off, while the death rate diminishes more slowly than in the towns.

According to Dr. Kaup, these and many other unsatisfactory phenomena are due to the deterioration in the feeding of the country population. This is not necessarily due to a falling off in general prosperity, but to the fact that in the last two decades the peasants have taken to selling wholesome products produced on their own farms, and living themselves on cheap substitutes of low food value. The inducement of high prices for milk and dairy products has resulted in the farmers consuming less milk, and to this is attributed the unfavorable infant mortality rate.

The decline in physique is so serious a problem that there are even social reformers who propose that the state should forbid the peasants to sell their milk until they have first properly fed their children. How such an injunction could be enforced it is difficult to see, and Dr. Kaup does not suggest a remedy except the abolition of the taxes on food products which deprive Germany of a cheap and plentiful supply of dairy products from the surrounding countries.



## 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



**National Retail Hardware Association.**  
 President—Sharon E. Jones, Richmond, Ind.  
 Vice-President—L. C. Abbott, Marshalltown, Iowa.  
 Vice-President—Chas. A. Ireland, Ionia, Mich.  
 Secretary—M. L. Corey, Argos, Ind.  
 Treasurer—W. P. Bogardus, Mt. Vernon, Ohio.  
 Next Meeting—Detroit, June, 1912.

**Michigan Retail Hardware Association.**  
 President—E. S. Roe, Buchanan.  
 Vice-President—Chas. H. Miller, Flint.  
 Secretary—Arthur J. Scott, Marine City.  
 Treasurer—Wm. Moore, Detroit.

#### How Hardware Dealer Has Affected Barber Trade.

The way some people keep expecting business to go to the bad, see nothing but gloom ahead for the country and a panic worse than we have ever had before always just ahead of us, reminds me of a man who rides down in the car with me nearly every morning. I asked him how he felt this morning, and this was his reply: "Well, I'll tell you, Mr. Arnold, I don't understand my condition. I feel so well to-day that I am just sure something is going to happen." And he'll be disappointed if it does not happen. I could hardly resist the temptation to have something happen to him right then. I'd liked to have fixed him so he would have to eat off the mantel for a few days.

Whenever I hear a man tell about how he advertised one time and it did not pay, I think of the reply an advertising solicitor made to a remark of this kind once. He had been trying to make a contract with a storekeeper who did not believe in advertising. Finally the dealer said, probably to end the visit: "Young man, I put \$100 in advertising at one time, a couple of years ago, and it did not do me a bit of good. I will never spend another cent that way as long as I am in this business, so you are just wasting time talking to me." But the young man was a salesman, a real salesman, the kind who is ready for anything that comes up. "Now, look here," he said to the dealer, "you are all wrong, and I can prove it to you. Three years ago I put a furnace in my house, paid \$125 for it, all at one time. It did not heat the house and kept us all busy feeding it coal, and the next winter it just simply went to pieces and burned out. I was stuck, that's all, just as you were stuck on that advertising you did. But say, now, honest, what would you think of me if I had said: 'I'll never buy another heating plant as long as I live in this house?' He got the contract he was after.

Many times the small saying affected by not procuring a new rope

when it is needed proves a very expensive saving. I noticed in the Chicago Tribune a case in point: A 300 pound cake of ice fell from the third story of a building in the Stock Yards district, resulting in the death of one of the workmen. The ice was being hoisted with a rope which broke just as the chunk reached the third floor. Now there will be an expensive lawsuit which will cost, no matter how the decision goes, many times the cost of the new rope. I have seen this in many instances; for the sake of saving a few dollars men who would not think of taking a risk on a wheel of fortune or on the board of trade will risk not only thousands of dollars but the lives of men in their employ, as well. If I were employing men to inspect and look after my tools and factories I would consider the man most valuable who would condemn a defective piece of material or a defective machine, even although this defect were small, more than I would one who risked the chance of its injuring some of my men. I have noticed that concerns which watch these little things and see that their machines are equipped with safety devices and protections and who look carefully to the strength of the tools used by their workmen are the ones which have very little losses from damage suits or claims. This is one of the things that compulsory compensation is going to do when it comes; it will force the employer to protect his men and, while he may not think it at first, protect himself.

Not long ago two of the largest hotels in the city of Chicago announced that employees should not receive tips from guests, and since that time there has been a sort of crusade against this expensive habit, so common in America. Now comes a recommendation from the barbers' union requesting the members of that union not to accept tips, as the Committee which investigated the decline of the barber trade in the past few years lays it to this promiscuous tipping. I believe that this Committee is wrong, for the hardware dealer has had more to do with the falling off in the barber trade than any other one cause, for he has been pushing the sale of safety razors and has caused many men who formerly went to the barber shop to shave themselves. There is still a good field here for the hardware man who will show his customers how much time and money is lost by his dependence on the barber, when by the use of the modern safety razor, or even the old-style razor, he can shave himself

in a very few minutes' time without loss of time or patience and can shave when he wants to regardless of who is "next." This is a suggestion for the hardware man to think about.—Sidney Arnold in American Artisan.

#### A Selling Difference.

"I like this gasoline stove, just the size to set on my range; but I want a longer feed pipe—this is too short, the tank is too close to the burner. Can you not put on a longer feed pipe?"

This question a hardware store customer asked of a clerk not long ago. The clerk, without weighing the matter, gave the easiest reply:

"I do not think it possible."

"I guess I will wait, then," said the customer, and she forthwith paid a visit to a rival hardware store. Here she looked at the same kind of a stove and explained her objection to it.

"I would take this stove," she remarked, "but I am fearful that the feed pipe is not long enough—"

"That is easily remedied," quickly broke in the clerk, "I can have one or two more feet of pipe readily attached to this."

"Then I'll take it," she concluded. "While I am here, too, I want to get some kitchenware."

The second store where the clerk was wide-awake sold a bill of goods worth \$100.—System.

#### Not Born To Be Drowned.

Out West two men were to be hung for horse-stealing. The place selected was the middle of a trestle bridge spanning a river. The rope was not securely tied on the first victim to be dropped and the knot slipped; the man fell into the river and immediately swam for the shore. As they were adjusting the rope for the second, he remarked:

"Say, will yez be sure and tie that good and tight, 'cause I can't swim."

**Help Scarce, You See.**  
 "Yes, we found our cook was passing a lot of our domestic supplies through a hole in the back fence."  
 "You discharged her, of course?"  
 "Discharged her! No, indeed. We nailed up the fence."

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The HIGH GRADE PRESERVATIVE



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.

It is sold by leading jobbing houses in Michigan. It is used by the large railroad systems and by the largest manufacturing, mining and business firms throughout Michigan and adjoining states.

Guaranteed by the manufacturers. Does not settle in barrel, does not require mixing, and does not get dry and chalky.

Always remains the same pliable texture in cold weather or extreme heat. Anyone can apply it. Guaranteed not to crack, peel or blister, and guaranteed to stay. Write for full particulars.

Manufactured by  
**E. J. KNAPP & CO. BELDING, MICH.**

## Lawn Hose

19 Kinds

7-ply "Tom Cat" our leader

Send for Catalogue

**Goodyear Rubber Co.**

Milwaukee

W. W. Wallis, Manager

**SAY!** Mr. Hardware Dealer, are you selling Dry Batteries and Spark Plugs? If not, you ought to. There is good profit in them. Get in the game.

**CLARK-WEAVER COMPANY**

32-38 S. IONIA ST.

GRAND RAPIDS, MICH.

The Only Exclusive Wholesale Hardware in Western Michigan

## Foster, Stevens & Co.

### Wholesale Hardware

10 and 12 Monroe St.

31-33-35-37 Louis St.

Grand Rapids, Mich.



**Early Closing and the Weekly Half Holiday.**

Written for the Tradesman.

The crusade for the conservation of our forests, waterways, and other inter-related natural resources—about which we have heard so much during the last few years, and in which so much of a practical nature has been thus far accomplished—is but a part of a more comprehensive program of conservation, which, in its final analysis, will be found to embrace not merely the raw materials out of which our manufactured products are made, but the whole scheme of distribution as well.

Our natural resources, such as lumber, metals and what not, out of which manufactured commodities are made, may not only be squandered by wasteful and extravagant methods in the acquisition of them, but they may be subsequently wasted, to all intents and purposes, simply because the things made therefrom are not worthily made. Who will say that it is not a shameless waste to make a cheap and shoddy piece of furniture out of some good oak that might have been more worthily employed? Thus I repeat, the doctrine of conservation, broadly interpreted, includes not only raw materials, but the whole scheme of production and distribution.

Does it seem like a far cry from these preliminary observations to the subject that appears at the head of this column? Are you minded to ask what relation I find between conservation and early closing, or conservation and the half holiday? If so, bear with me a moment while I switch on the light.

The merchants of this extravagant and wasteful country of ours are spending entirely too much time "keeping store." Some time ago there appeared in The Michigan Tradesman a statement which has never been challenged: namely, "It would be difficult to estimate the total value of wasted time in the stores of this country arising from the failure to get together on hours for opening and closing."

And the author of this statement went on to say that the average sales person, in the average store, is actually busy waiting on customers little more than half of his time. And I am inclined to believe that this is really a conservative estimate.

The trouble is business is too much strung out. There are busy spurts, when everybody, including the manager or boss, is busy waiting on customers. Then there is a lull. By and by there's another run when business is lively for a spell. And so on through the long, tedious hours of the long, tedious day.

But suppose this business had come uniformly. Well, in that event, all of the customers could have been waited on promptly and satisfactorily in not to exceed one-half the time. Of course, now, this is a broad, general statement. Exceptions will doubtless come to mind, where the salespeople are kept busy for a larger percentage of their time. But such places are out of the ordinary.

Now there is a limit to the buying capacity of any town or city, no mat-

ter where it is, or what its size. And somewhere there is a limit to the trade of each and every store in that community. It therefore follows that the longer the hours, the less business per hour, for the merchants collectively and individually.

Why must stores be expected to open at unreasonable hours in the morning, and be kept open until half past six, seven or eight o'clock at night? The volume of business done doesn't justify these long hours. As I have said, it could generally be compressed into half the time, or less. Why do merchants tolerate such conditions?

Perhaps the first answer that comes to mind is, they are afraid they'll lose trade if they don't open up bright and early and stay in the game until late in the afternoon or evening. Some customers find it convenient to do their shopping very early, and a few are disposed to drop in late. In order to catch both classes—and the storekeeper doesn't want to lose any business to his competitor—the merchant feels that he must be on the job.

Query: Whose running your business—you or your customers? Are your customers veritable bone-heads, whose noggins are impervious to ideas about reasonable shopping hours? Must you yield to their unreasonable demands, thus reducing your life to prosaic drudgery? Are you so penurious that you can not forego the profits on a few possible sales in order to stand up for your own rights and those of your salespeople? Your store is your own, and there you are the master. It is yours to say when your store shall open, and yours to say when it shall close. Assert your right. And educate your customers to respect those rights.

Shopping at unreasonable hours, either early or late, is generally a matter of habit—and a bad one at that. More often than not, there is no actual reason for it.

People that have to go to work at early hours can get some other member of the family to shop for them later on in the day. And such things as must be bought can be bought by six o'clock. Unwise customs on the part of storekeepers beget foolish and unreasonable habits on the part of shoppers. And merchants themselves are the ones at fault in this matter.

The merchants of every town, city and community ought to get together, and stand together, on this thing of early closing—particularly in summer. If there is one stubborn fellow that holds you all back, get together and put the pressure on him so strong he'll be compelled to give in and accede to the general wish. There are legitimate ways of doing it—and doing it effectually.

It doesn't pay to give up health, family, companionship and the joy of living in return for the meager profits on business that should have been done earlier in the day. Where there is concerted activity on the part of local merchants, there will be no actual falling off in the receipts of the day; people will readily see the reasonableness of your action, and

they'll govern themselves accordingly. And you'll have more time to spend with your wife and children. You'll relish your meals, and you'll sleep better at night. You'll also live longer and be infinitely happier. Moreover your salespeople will work with more enthusiasm, and to better purpose, while they are on duty. And in the end you'll have just as much money as if you had pursued the old, irrational custom that prevails to-day in so many towns.

And now about the half-holiday. Put a placard in your window and several large placards in your store, in conspicuous places, to the effect that you close Saturday afternoon, or Monday afternoon, as the case may be.

Advertise the fact—and make as much capital out of it as you choose—that you give your salespeople the weekly half-holiday during the summer months. Sensible and reasonable people will think more of you for so doing, and you will more than regain, in the increased efficiency and loyalty of your salesmen, what you may have lost by a few sporadic sales.

In some localities, where Saturday afternoon shopping is heavy, Monday afternoon may be a better time for the half holiday than Saturday. But the merit of the custom does not depend upon the day, but rather upon the custom of observing the weekly half-holiday.

Intense, concentrated, prodigiously vigorous work is always more effective than work strung out through the long hours of six days out of the week. Be on the job with a vengeance while you are at work, and see to it that your salespeople aren't loafing during business hours—but take a half day off at least once a week, and give your employes a half-holiday, and you'll fare better in the long run.

Chas. L. Garrison.

**The Principal Thing.**

Mr. Brown—If your Sewing Society wants to do really good work, why don't you buy a sewing machine?

Mrs. Brown—Why?

Mr. Brown—Because one machine can do as much as ten women at the very outside.

Mrs. Brown—Nonsense. A sewing machine can't gossip.

Heroes can be safely forgotten after their monuments have been erected.

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Makes Gasoline Lighting Systems and Everything of Metal

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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 book et K. and special offer to merchants.  
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**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.

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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 55 lbs. per square            | ..... | \$ 90  |
| 2 ply complete, about 65 lbs. per square            | ..... | 1 10   |
| 3 ply complete, about 75 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     |

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Distributors of the Product of the General Roofing Manufacturing Co.  
The Three Largest Prepared Roofing and Building Paper Mills in the World

## FOURTH OF JULY.

## Local Celebration Thirty-Five Years Ago.

Written for the Tradesman.

Old residents of Grand Rapids still recall with a thrill of pleasure the Centennial celebration of the Fourth of July, 1876—barely fifty years from the time when Louis Campau opened his Indian trading post in the virgin forest on the rapids of Grand River, the centennial anniversary of which latter event will occur barely fifteen years from now.

Preparations for the celebration began early, Hon. P. R. L. Peirce, then Mayor of the city, calling the attention of the Common Council to the subject in a message issued January 17. In pursuance of a resolution by the Council the Mayor appointed a committee of four aldermen and twelve other citizens, as follows: Aldermen—Kendall, Saunders, Dishman, Calkins. Citizens—Col. I. E. Messmore, Hon. L. H. Randall, Hon. Henry Fralick, Jos. Penney, Esq., Hon. J. P. Atwood, General Byron R. Pierce, Hon. Julius Houseman, John Clancy, Esq., Colonel P. V. Fox, Judge B. A. Harlan, Colonel Thaddeus Foote and William Hovey, Esq. The titles, it may be noted, are those given in the newspaper reports. Mayor Peirce was made ex-officio chairman of the Committee.

March 6 the Committee made its report to the Council, recommending a celebration worthy of the day, to be shared in by all the people of Kent county, and further recommending that the duties of the celebration be entrusted to a committee of thirty-three representative men, with the Mayor for chairman.

The report was accepted and the following committee was appointed.

Mayor P. R. L. Peirce, ex-officio chairman, Hon. Henry Fralick, Hon. E. G. D. Holden, Colonel P. V. Fox, Captain J. D. Robinson, A. V. Pantlind, Colonel I. E. Messmore, Hon. B. A. Harlan, A. R. Antisdell, Leonard Covell, George G. Steketee, William H. Powers, Alderman Charles W. Calkins, Eben Smith, Colonel Thaddeus Foote, Alderman B. C. Saunders, Oscar Davidson, John Widdicombe, Alderman Peter Weirich, Charles H. Perkins, Henry Bremer, Z. Bonney, T. F. Pickering, J. Mason Reynolds, Joseph Penney, Reuben H. Smith, Henry C. Levi, Hon. J. P. Atwood, Hon. R. P. Sinclair, J. K. Johnston, Hon. Julius Houseman, Thomas W. Hart, A. W. Selleck and John Perry.

The Committee met weekly or oftener until the Fourth of July and worked with enthusiasm.

The following were elected officers of the day: President, Hon. P. R. L. Peirce; Orator, Hon. Thomas B. Church; Reader of the Declaration of Independence, Hon. Charles H. Taylor; Chaplain, Rev. Danforth L. Eaton; Chief Marshal, General Byron R. Pierce. Vice-presidents and assistant marshals were appointed from the several wards and from each of the twenty-four townships of Kent county.

As the Fourth approached nearly every building in Grand Rapids was

decorated, and "block after block, store after store, factory after factory and dwelling after dwelling blossomed out in bright adornments, each new display still further arousing the popular enthusiasm, until the coming celebration almost banished every other topic of thought and conversation."

"There was little sleep on the night of the third," wrote a veracious chronicler. "It seemed as though two relays of 'Young America' had conspired to make the night vocal with every instrument of noise and discord from sunset until midnight and from midnight until the grand culmination at sunrise. At sunrise the artillery broke in with a National salute of thirteen guns, the bells in the steeples awakened to merry peals, the whistles of the factories, locomotives and steamboats joined with their iron throats in the awful chorus, while an undertone of pistols, firecrackers and lesser instruments of sound still further confused the ear."

Into the little city of then scarcely thirty thousand inhabitants the railroads from eight different directions brought in densely loaded trains. On every street entering the city poured in a long procession of wagons and carriages from the surrounding country.

At 10:30 a. m. General Byron R. Pierce moved the grand procession on the following line of march: Across Pearl street bridge to Front street, on Front to Shawmut, on Shawmut to Summer, on Summer to Bridge street, on Bridge to Canal, on Canal to Monroe, on Monroe to Fulton, on Fulton to Sheldon, on Sheldon to Cherry, on Cherry to Jefferson avenue, on Jefferson avenue to Fulton, on Fulton to Ransom and from Ransom to Park street.

It will be seen that the line of march was long; but no one seemed to want it shorter.

Chief Marshal General Byron R. Pierce and staff were on horseback. The aids wore red sashes and rosettes.

Next came the Knight Templar Band, nineteen strong.

The Grand Rapids Guards, sixty in number, armed and preceded by its drum corps.

Then came a large open carriage, or float, drawn by six horses with postillions. Upon this was "Uncle Sam," personated by Lowell Hall,

Esq., in typical costume. An immense banner, borne by C. E. Renwick, showed Uncle Sam on his 100th birthday, with all the nations gathered to do him homage.

Following were the fire brigade, the Odd Fellows, a company of horsemen from the township of Grand Rapids, the Centennial Guards, fifty strong, and practically all the civic societies of the city—quite too numerous to capitulate.

It seemed as if the whole population of Kent county, as well as hundreds from neighboring counties, were out to witness the procession,

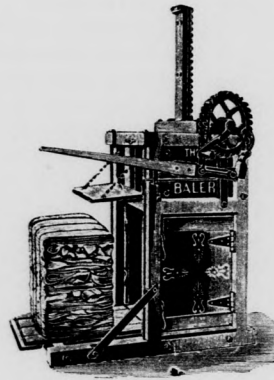


## Mr. Bread Merchant

If you wish to sell the **Best Bread** that will give **general satisfaction** and prove a **regular rapid repeater**, order **Figola Bread** from us today.

City Bakery Co., Grand Rapids, Mich.

## 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.

IT WILL BE YOUR BEST CUSTOMERS,

or some slow dealer's best ones, that call for

**HAND SAPOLIO**

Always supply it and you will keep their good will.

**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.

which was greeted with continuous applause from start to finish.

At the park the crowd surrounding the speaker's stand filled the square.

The exercises were in the highest degree dignified and appropriate and held the attention of the vast assembly.

The stately periods of Thomas B. Church's grand oration were listened to with close attention by all within the sound of his voice. It was a vivid portrayal of the causes and inception of the popular movement that led to the Revolution. Doubtless it is safe to assert that no abler address was delivered anywhere in the United States on that memorable Centennial celebration, July 4, 1876. There was a solemnity about it that left a deep impression upon the mind of every hearer.

In the park Richard Godfroy had erected a fac simile of the first house ever built in Grand Rapids. It was 14x16 feet in size, built entirely of logs, roofed with bark, with a stick chimney, and small windows of leather, so tanned as to admit light. On the outside was a framework used by Indian traders to hold furs for examination and barter, covered with furs of various kinds; a squirrel was perched upon the roof and a birch bark canoe was suspended over the door, which opened by an old-fashioned string latch. Over ten thousand people inspected the house during the day.

The crowning feature of the decorations was the Centennial arch at Campau place. It consumed about

five miles in length of heavy cedar wreaths, on the lower side intermixed with bunting, to cover that portion of its surface not devoted to paintings and mottoes. The arch was 66 feet wide, 56 feet high and 12 feet in thickness, a heavy cornice projecting at a height of 10 feet above the spring of the arch. Surmounting the arch was a pedestal 22x5 feet in size and 4 feet in height, from which arose a rectangular tower 12 feet high, flanked on each side by medalion frames. Above the tower a central staff, supporting four wreaths, rose to the height of 84 feet above the pavement. On the north side of the tower was a painting of the coat of arms of the State.

The entire arch was almost covered with historical and allegorical paintings and patriotic inscriptions. The arch and the decorations, the work of many willing hands, were pleasing to the eye and inspiring to the heart. It was designed by Joseph Penney and C. H. Gifford had charge of its erection.

Other arches, covered with evergreens, were suspended across Monroe street between Ionia and Ottawa, across Canal near Bronson, across West Bridge street at Scribner, and also near Front street.

Many interesting incidents of the day will be recalled by old-timers who participated in the celebration, and some may pause to recount the names of those who took an active part in it and who are still living.

Here is a list of the aids who rode with Chief Marshal Pierce, the sur-

vivors of whom are now well along in years:

Colonel George G. Briggs, chief of staff; Captain N. H. Moore, Frank W. Foster, E. O. Stevens, W. T. Lamoreaux, E. E. Judd, Oscar Davidson, H. L. Covell, B. F. Parmenter, Washington Davis, Wm. O'Connor, N. B. Scribner, W. F. Kelso, Isaac Sigler, E. Crofton Fox, Henry Hughenott, Charles Hadden, H. Hanish, F. J. Greulich, Charles Scheuffer, George Gray, Jr., Ed. B. Dikeman, F. S. Milmine, C. B. Hinsdill, C. Kusterer, M. J. Chapman, E. A. Weatherly, Boyd Pantlind, Fred Smith, E. Plumb, D. Emery, J. A. S. Verdier, Oliver S. Waters, L. V. Dean, Maurice Stack, Chas. F. Sergeant and Edward J. Reynolds.

J. D. Dillenback.

**Yankee's Fault.**

Yankee Tourist—I always thought that this part of England was full of beautiful ruined ducal castles.

Native—So it was, too, until yer bloomin' Hamerican heireses marmier off all our dooks and put the castles in good repair, blast the luck.

**Flying High.**

"Pop, can you fly?"

"Why, of course not. What makes you ask such foolish questions?"

"Well, pop, why did Mrs. Babble tell Mr. Jaggsby the other night that you were a bird?"

A human habitation that defiles the earth is worse than a beast's cave.

The man with one idea can not be said to be full of himself.

**Good Thoughts Will Live Forever.**

Evansville, Ind., June 24—I am glad that you are pleased with the thoughts I expressed in the article you published in this week's issue of the Tradesman.

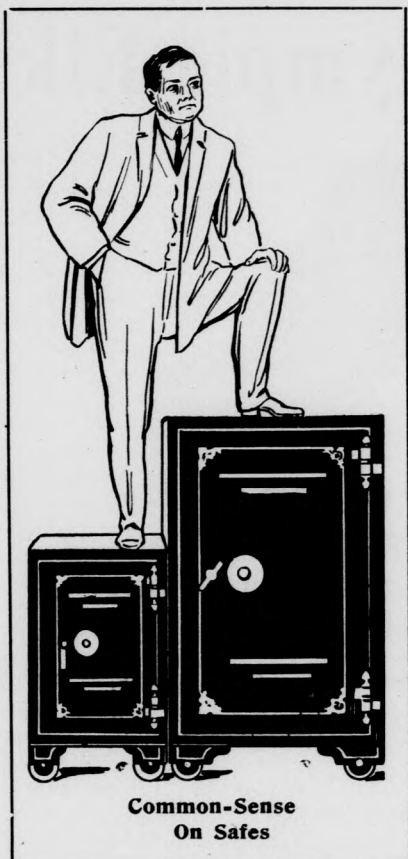
The more we think and read about such sentiments the more we attract. It appears to me that such thoughts come from a family of thoughts that will bring us peace, joy and happiness. The more I listen to them the happier I am. They tell me that if we would obey and follow their suggestions that they would make a Heaven on earth for humanity—a grand promise indeed.

I wish to live forever. I am made to believe that the only thing or influence that can live forever are good thoughts. I am made to believe that thought and spirit are identical. The spiritual part of man is his good thoughts. Great achievements are obtained through great thoughts. If this is true, great thoughts come from the original source.

Let's you and I allow our brains to be fed with great thoughts from the original source and use us to create, generate and manufacture the thoughts of our time. If we will do this I am made to believe that "Our names will be written there on the book white and fair." We should not desire this for selfish ends. If we do we will die and be forgotten.

Edward Miller, Jr.

The rector of a church should be the corrector of bad habits.



# We Employ No Salesmen We Have Only One Price

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

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

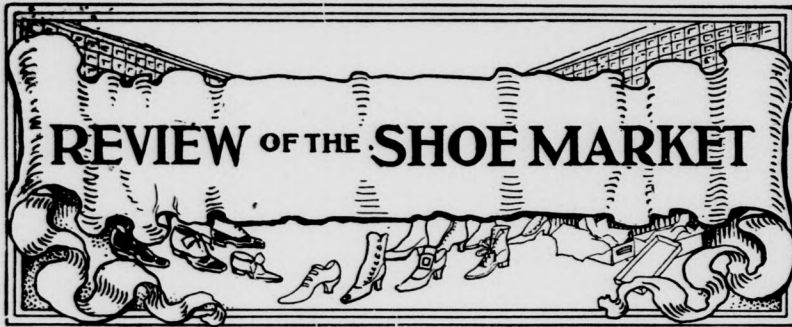
**If You Want a Good Safe—**

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

**—Ask Us for Prices**

**Grand Rapids Safe Co.**

Tradesman Building  
**Grand Rapids, Mich.**



### Running a Branch Shoe Store For The Summer Season.

One problem has always been how to keep in touch with trade during the summer months, and this problem is local to many cities where the winter patronage diminishes through the summer months. A branch store at a nearby summer resort as a follow-up of the winter's trade and as an extra salesman, will often prove beneficial if a large proportion of the regular customers of the store vacationize within easy distance.

The summer store can keep in direct touch with the people who frequent seaside or mountain resorts at a minimum of expense, and as an independent shoe store has in many cases proven itself a success.

If located at the center of several resorts a system of wagon deliveries circulars and general publicity will create new trade.

Your stock should be of such summer specialties that bring a higher proportion of profit than the city stores' staple lines. The summer branch store if started this season has a future ahead of it, not measured by the success of the first year, but by the future prospects that an established store would naturally command, through giving service and looking to future trade.

Summer shoe trade is not what you might call a floating trade. City stores sell many pairs of summer shoes now for future service, but after the first year people who live at the suburban summer resorts do not again purchase, as a rule, a full summer supply of footwear previous to their going away in May.

#### Established Shoe Trade.

A well established summer store can, however, after its first year, hold fully 75 per cent of the summer trade if it measures up in quality and service. The summer store then becomes a solid base for four or five months' business every year. The rents are low and it is possible to keep a compact stock in a small space and have all the trade resemblance of a shoe store with very few fixtures. The summer resort which takes a good proportion of the customers of one city store will be an easier summer market inasmuch as many of the old customers who know the store will appreciate this summer service and pass the good word along.

#### Summer Mail Order Service.

In preliminary circulars sent out it is well to incorporate some system of mail ordering. This can be done in two ways, either through direct solicitation or through the follow-up of customers who have been fitted

at the store and whose shoe sizes have been kept on record. Always in your regular trade make an effort to get the name and address of every person to whom you sell a pair of shoes, then place on a card to be preserved in your index files the style last, number, price and size of the shoes sold. This is the best and only way to fit correctly, and the best and only way to fill correctly orders sent in by mail.

In circularizing a summer resort, if you have no trade to begin on, incorporate into your advertising the fact that if customers will follow these directions they can be fitted accurately:

"Give size and width, usually worn, as can be seen by marks on the lining of your old shoes, and state if the shoe fits just right or is too long, short, wide or narrow. Be sure and order your shoes long enough. To be able to fit your foot properly take the following measurements: Draw a straight line upon a sheet of paper, place your foot upon the line, so that the center of the heel and the instep rests upon the line; then hold the pencil upright and draw the outline of the foot. Fill out the measurements, one, two, three, four (use a diagram cut giving only the ball, instep, heel and ankle); draw the tape measure fairly snug."

By the use of some such system in your circulars you can reach a wide circle of summer cottages at a great number of summer resorts, including such places which are not easily accessible to the prospective customers. What mail orders you get in this way can be followed up most successfully.

#### Summer Deliveries.

Delivery orders can be included in a mail order plan if the prospective customer has a catalogue and the above chart. Sending advertising matter to the summer people and sending it real frequent will impress them of the fact that you have a service that is reliable and satisfactory. You have all the advantage over a distant dealer because you are within easy access and your follow-up method of wagon deliveries is such that it makes an appealing presentation to them.

You must treat this summer trade with even more care than you would give to the city trade, because if you are the least bit careless on mail or delivery orders the news soon travels all over the community.

#### Postoffice Sample Case.

If there is a series of postoffices it would be a good stunt to have a large card there, and possibly to go to the extent one enterprising dealer did who

fitted up a number of stores within a shoe radius, place a case in the different windows of the postoffices showing one style of shoe. This case was of glass, having a polished base showing the one shoe in its most attractive position. It was as if he had a separate shoe window in each one of the postoffices. From the general run of postoffices it may be easily seen that such a stunt could be used to good advantage because postoffices are one of the most popular stores at the summer resorts. The style can be changed weekly by the wagon man in making his deliveries, and each postoffice can have a style display in rotation. This idea in displays is a good one, and not only can be used at summer resorts but

in regular stores where general dealers will co-operate.

Checking Your Catalogue.

In the mail orders you assume practically all the responsibility of

*Detroit Rubber Co.*

WHOLESALE OF  
RUBBER FOOTWEAR  
DETROIT.

*Mayer*

Leading Lady

FINE SHOES  
FOR WOMEN

SATISFY THE TRADE

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

## Our Olympic Elk



The leather and extra good shoe making we put into our Olympic Elk shoes make them the best wearing and longest lived elk shoes you can buy. Two colors, black or tan, both blucher and bal cut.

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

pleasing the customer with the one selection, whereas if the customer goes to the store he naturally takes all the responsibility of selection. Of course, you would rather have the customer come in person, but mail orders are really a secret of a summer shoe store's business. Promptness as well as satisfactory fit is very necessary. Also it is important to be well stocked up with shoes that are in your catalogues, for if you should send out a catalogue showing a whole range of styles and not have the shoes on hand it would be disastrous. You can use your city catalogue and stamp in red which of those styles you have at the summer resort, and note on rest that they can be had within two days of the order.

#### A Route Delivery System.

The delivery of shoes is an important item and really up to the dealer. The wagon delivery system can be worked on routes and can be worked in co-operation with other dealers in the village center or possibly the rural free delivery may be utilized. The easier you make it for the people to get the goods, and at the least cost to them makes possible more orders for you. The summer vacationists are looking for convenient shopping arrangements. The trade in women's and children's shoes will undoubtedly be much larger than any other because they are usually the ones that spend a long vacation at the summer resort.

A fancy catalogue is not necessary, but good plain talk and prices together with cost are very much needed. Make a statement and show the above chart as to how orders should be made out—and promise to make all exchanges necessary until perfect satisfaction is obtained.

#### A General Vacation Idea.

The fact that you have wagon deliveries will make direct orders easier, or you might possibly take trips yourself or have one clerk or a relay of clerks from your store, who might like to vacationize at that place, take charge of the wagon and do the personal fitting at the summer home. This combination vacation could be an extension of the regular two weeks' vacation or in connection with it at a little bonus extra.

Such summer specialties as rubber sole shoes, white footwear, tan and black oxfords, pumps and fancy slippers have a ready sale at all summer resorts.

#### A Summer Train Schedule.

The outlay of a few dollars in this direction is well worth the price of the publicity obtained. One of the best publicity stunts is to get up a small train schedule between points that have the greatest traffic. For instance, if there is any important city nearby, have a train schedule between that and the summer resort. These pocket cards are kept throughout the summer and fill an important need in the requirements of men who make week-end trips and who want to keep posted on trains without the need of consulting a Pathfinder.

If there is a steamboat running, a card at the dock will impress itself upon the newcomers. If you are in

handy reach of a railroad station there are a hundred and one little extras that you can give the customers in the way of service, such as checking bundles or having bundles sent to your store for regular wagon delivery.

It is an easy matter to get the names of people of various resorts, for they keep in close touch with the postoffice, and in many places a registry is kept of the summer population.

A summer shoe store if run along these lines in a village of only a few hundred inhabitants will build up a big trade by gradually increasing its territory by mail, by team and by personal visits.

From the first of August the summer shoe store has an excellent chance to dispose of a great many oxfords and pumps at the regular price, while at the same date and after the city store is having bargain sales on summer footwear.

You can even make a special bargain offer around September 1 and be assured of selling quite a number of oxfords to late vacationists—thus stretching your seasonable sales into the advance dates.

The first season will produce results, but they may be small when compared with the results of subsequent summers. Each year the store will produce increasing results, for there is no form of publicity better than summer resort publicity, because where gossip is not in the minds of everybody it is apparel of some sort or another.

The merchant starting in a new business in the city can not expect great results the first season, but after a tryout the needs of the community are better known and plans will be made for future campaigns—the summer store is up against the same problem.

The store will have fulfilled its purpose as a future successful project if it winds up the first year square. If it gives the regular clerks in the city store an opportunity to spend a week or two at the summer resort with pay, and which time was incidental to the regular vacation for that clerk, it has developed a better store spirit. This series of store vacations might thus be arranged to the mutual benefit of the employe and his future efficiency.

The summer shoe stores have a place in the trade and it would be well for bright shoemen to consider the possibilities of running them.—*Boot and Shoe Recorder.*

#### The Hostess Was Sure.

"Will you have some fresh mushrooms?" asked the hostess, sweetly.

"Yes," faltered the guest, "if you are quite sure they are mushrooms and not toadstools?"

"Oh, I'm quite sure," replied the hostess. "I opened the can myself."

#### Paraphrasing.

A Chinese student in England succeeded in giving a very brief paraphrase of the phrase, "Out of sight, out of mind." He wrote: "Invisible, insane."



## The Season For Elkskin Outing Shoes Is at its Height

We always have a sufficient stock on hand to fill orders promptly.

When you buy our line you have one that is perfection itself viewed from a service, comfort, workmanship and material point of view.

They are made by the same expert workmen that make our famous "H. B. Hard Pans." The same care is used in selecting the materials, yet they cost you no more than the ordinary kind.

Send us your orders, or a card will bring our catalogue and samples.

They Wear Like Iron

**HEROLD-BERTSCH SHOE CO.**  
Makers H. B. Hard Pan and Bertsch Shoes  
Grand Rapids, Mich.

## WHITE CANVAS STRAP PUMPS



The most popular hot weather footwear on the market.

Anticipating the heavy demand, we have purchased a large stock of these goods and can take care of orders promptly. Write to-day.

**HIRTH-KRAUSE CO.**  
GRAND RAPIDS, MICHIGAN

## SOME LABOR FALLACIES.

### Nothing Holy or Sacred in Union Organizations.

Written for the Tradesman.

It is a little remarkable how often serious questions are beclouded by the silliest clap-trap, and how often false ideas are harbored, even by those who are disposed to be fair and dispassionate in their opinions, from the constant reiteration of wholly fallacious premises. This fact is eminently conspicuous in the discussion of the grave subject of labor, one of the most important of all subjects and one which ought to be approached only in the most serious and dispassioned way.

The thought is suggested by the oft repeated but ridiculous claim put forth in the past few weeks that every working man produces on the average \$10 in value per day while he receives perhaps but \$2 for his labor, the inference being that the employer makes a profit of \$8 at his expense. The idea is most absurd, yet it has no doubt been swallowed by hosts of intelligent people, because no one has risen to dispute it. If it were true every employer would quickly become a millionaire, whereas it is well known that no very great fortunes are made in the ordinary legitimate prosecution of industrial enterprises, while it is safe to say that to most employers the providing for their weekly pay rolls is a source of continual anxiety. Let the reader make a list of a hundred persons of his own acquaintance who for thirty or forty years have been large employers of labor and how many of them can to-day he called rich?

The fact is the great fortunes which we hear so much about are not made by the employment of labor, but by speculation. Even Andrew Carnegie's millions were acquired, not by squeezing the money out of his employes, as has been so often asserted, but by skill in securing profitable Government contracts, boldness in investing vast sums in appliances for doing what other concerns could not do, and lastly by selling out his business at a fabulous figure to speculators to whom it may or may not be worth what it cost them. It was clearly shown some time ago that Mr. Carnegie paid liberal wages to his men. It is probable that he paid higher wages than any other iron-master in the world. He is unquestionably a broad, liberal-minded man, and it is the sheerest injustice intimating that his wealth was extorted from underpaid labor.

Most of the other multi-millionaires of the day have made their fortunes by the manipulation of stocks. Old Commodore Vanderbilt saw Haarlem Railway stock selling in Wall street for about six cents on the dollar, if I recollect aright. The road paid nothing and the stock had only a gambling value. He quietly bought for future delivery much more than the whole amount of stock afloat, and when settling day came was able to put the price so high that he made a large fortune on that one operation. His profit was not in

any sense wrung from labor, but altogether from the gamblers on Wall street.

The Gould fortunes were made in like manner by speculation in Erie and Wabash stocks. Huntington and many others made large fortunes by building railways to the Pacific coast and stocking them at figures far in excess of their cost. I can recall no really great fortune which has not been made by sharp manipulation of railways or other great properties. Those which have been made purely by legitimate business are comparatively few and relatively small. This is the explanation of the great trust mania of the present day. There are hosts of sharp financiers who see opportunities for making sudden fortunes for themselves by manipulating industrial stocks, just as the last generation of millionaires made theirs out of railways. In all such cases it is the investor who gets squeezed, and at whose expense the new fortunes are made. The promoters buy up a number of manufacturing concerns, consolidate them, stock them at fabulous amounts, sell the stock and get out. Not a cent of their great wealth is directly extorted from labor. What comes after they have no concern with.

The legitimate employer of labor usually makes but a small margin of profit from it, and I believe, knowing well the great number of unsuccessful industrial enterprises, that, taken all in all, very nearly as much money is lost in the employment of labor as is made. At all events, it is the sheerest rot to claim that \$8, or even as many nickels, are made by the employer on each day's labor.

Another fallacy was recently uttered by a union leader in the proposition that there are millions of men "without a decent chance in life." What does this mean? What is a decent chance in life?

I know an honest, industrious, well-intentioned colored man. He is, perhaps, in many respects something better than the average of his race, but he is a colored man still, with all the inconsideration, lack of foresight, inability to plan and execute, that is characteristic of the African stock. For a trifle he would throw up a good job and trust to luck for another. He will incur debt for a thing he does not absolutely need. While industrious and full of good resolves to save money, he never succeeds in doing it, and some day, when age or sickness overtakes him, or when out of a job, it is a thousand to one that he will feel the pangs of poverty. Yet he to-day receives a larger income, with probably no greater expenses, than I myself received in the first year or two of my business career, after arriving at manhood. Is he one of the millions without a decent chance in life?

Is it not a fact that all men in a free country like this enjoy absolutely equal chances, excepting only the sick and disabled? They, of course, are to be counted out. But, with a person in the enjoyment of good health, there can be no such thing as not enjoying a decent chance, un-

less a state of slavery exists. The difference between the man who gets on prosperously and the one who does not, lies altogether with the person himself. There are all grades of ability, from that possessed by the colored man cited above up to the business talent of the Blodgetts and the Witheys. Those who possess ambition, with intellectual ability and force, will accomplish financial success; but where one does there are ten—perhaps a hundred—less gifted, who will go through life with a bare living. I don't know that anybody is to be blamed for it, for we are not the creators of our natural abilities; and still I have no doubt that a very much larger proportion would attain what we call success if they really cared to and were willing to make sacrifices for it. The idea that D. A. Blodgett was a millionaire because he enjoyed superior chances is purely fallacious. Had he lived in Scotland or Australia, or anywhere else, with entirely different environments, he would equally have raised himself above the general average of the community. Most men do not care to make the sacrifices necessary to

accomplish this. Many could not if they would, for lack of natural gifts. But it is all nonsense for anyone to complain of lack of chances in connection with it. The race is open for all, but many are not runners. The rational thing to do in their case is to adapt themselves to a more moderate sphere. There is probably just as much happiness in the one sphere as the other.

It is not creditable to anyone to be always whining about his chances being inferior to some one's else. With the limitations of health and natural ability, we are all in this country born with absolutely equal chances. The son of the millionaire has no better chance than the son of the mechanic, for the chances are that he is brought up to luxury and idleness, while the latter learns an honorable trade and acquires habits of industry and thrift. The mechanic's son to-day is the millionaire tomorrow, while the rich man's son is quite likely to die poor. If the reader be an old citizen of Grand Rapids, let him look about him and see how many of the wealthy families of a

## 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.

## SCHUST BAKING CO., Saginaw, Mich.

Mfrs. of Crackers and Fine Cookies

Not in the Trust

Our goods are the best and prices lowest. Why not write today for a price list

Branches—Grand Rapids, Bay City, Flint

generation ago have gone entirely out of sight.

It strikes me as unwise in newspaper writers to pamper a feeling of discontent. Far better to encourage the rising generation to make the most of their opportunities. If every young man were to arouse himself and engage earnestly in the battle of life he would soon find, not only that he had nothing to complain of, but that the battle was as interesting and enjoyable as any game of baseball ever was.

Another fallacy widely exploited in the present day is the idea that there is something specially sacred about organized labor which should secure for it special advantages before the law. It is only the other day that delegates from Chicago appeared before a Common Council in a neighboring city to inform them that non-union men were being employed upon a new elevator in the city hall. The whole matter was treated as if it were a heinous thing, a sort of crime. It is this feeling which permits the provision so generally inserted in public contracts that only union labor must be employed upon them. In some cases this has gone so far that many thousands of dollars of the taxpayers' money have been unwarrantably spent in excess of fair market prices, simply to secure union-made goods. We have an instance in a certain county building in this State, where, I think, some \$17,000 more was allowed for the steel beams than they need have cost. People submitted to it because deluded by the glamor which the press and politicians had thrown about the name of organized labor, although essentially it was an illegal and wrongful thing. With just as much propriety might pressure be brought upon supervisors to purchase beams only of the steel trust, although an equally good article could be had of anti-trust manufacturers at lower prices. For both are equally organizations for selfish purposes alone.

I am not disparaging organized labor. It is all right in essence, but decidedly wrong in spirit and method. It is selfish and cruel and unjust and unfair and—too often—criminal in its adhesion to the closed shop and to criminal acts and practices. As there is no odium attaching to opposition to unions on the part of employers, so equally there can be no odium on the other side in unionism. Men have a right to combine and raise the price of their labor, or that of the commodities they have to sell, to the highest figure that they can command. It is a perfectly legitimate thing; but there is nothing holy about it, nothing that should claim for it special favors at the hands of the community, whether the combination be one to raise the price of labor or the price of oil or steel beams. All I want is to dissipate all misconceptions on the subject.

Then there is another delusion in connection with labor: How often do we hear of workmen out on a strike talking about other men having their places, forgetting that the

moment one throws up his job, whether by resignation to accept a better one or by a strike, it is no longer his. His relations with his employer are severed and he can with no more reason claim to still have rights to the place than the employer could to compel his working against his will. To admit that he has a right to his job would be to admit the right also to hold it by force. But this would be a very dangerous ground to take, for if this is granted then equally must be conceded the right of the employer to compel his working, and this would be simple slavery. Sauce for the goose must also be sauce for the gander, and it is nobody's interest that it should be otherwise.

For the workman to be inalienably attached to his job would be serfdom, such as until recently prevailed in Russia, where neither could a man leave his job nor yet his employer thrust him out. There were naturally obligations on both sides, and precisely the same rule which would tie the employer would tie the employe. Surely no American workman could desire such a relation. A strike is justifiable if it can be won. The striker takes the risk. If other workmen can be secured his strike differs in no respect from a resignation. He throws up his job, and somebody else takes it. It would not be a free country if the employer did not possess the same rights of choosing his employes that the workman has of choosing his employer. There can be no class distinctions. All must stand precisely on the same footing.

There is nothing sentimental in the labor question. A thing can not be based both on right and sentiment. If one stands on his rights he has no need of sentiment. He appeals to sentiment only when devoid of rights. There was a time, half a century ago, when labor was deprived by law of its rights, and then it could reasonably appeal to popular sentiment. Today it enjoys equal rights with all other interests and it is no longer a sentimental question. It is to the interest of labor that it should be so.

The so-called labor problem is no longer a problem to me. I think I can see its entire solution. It has been beclouded in the past by the attempt to mix right with sentiment, or sentiment with right. Abandon this and the solution is clear enough. Every man must have his rights to the full, and philanthropy must in no sense be mixed up with the matter. In dealing with children or slaves philanthropy may be in place, but between equals, as the workingman and his employer are, the individual's rights and self-interest must govern. While those interests are discordant, the condition must necessarily be one of war—honorable warfare, of course, in which all the natural rights of man will be respected, but none the less war. The workingman will be justified in getting all the power and profit he can. There will be nothing odious in it. So the employer will be justified in getting his work done as will be most satisfactory to him, and equally there will be no odium in

it. The glamor attaching to union labor will be dissipated.

Frank Stowell.

**Doctor Defends Meat Inspection.**

"Meat inspection is absolutely indispensable, not only for health and in order that the consumer may know just what he is buying, but for the conservation of our animal products," said Professor Theobald Smith at the Harvard Medical School last week.

"On account of much handling of meat by middlemen as well as the increase of infectious diseases among both men and animals, the inspector has to stand between the producer and consumer for the sake of public safety," said the professor. He continued:

"As there is a great quantity of meat products in the United States, we are more fastidious about choosing what we shall and shall not eat, than are those countries which have a lim-

ited supply. Lack of inspection has caused a tremendous waste of our live stock. A few years ago when an animal was found to be diseased, the whole herd was killed.

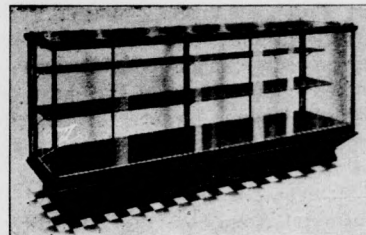
Professor Smith also told the conditions which had to be controlled in the meat supply, namely: The handling of raw infected meat, the distribution of meat infected with diseases dangerous to other animals, though not to man; the dangers of eating diseased meat in the uncooked state, putrefaction, etc.

"Inspection is necessary to determine the different grades of meat," he said, "so the consumer may know whether he is buying the flesh of a healthy normal animal, or one killed by emergency slaughter, which is not so nutritive, or of one infected with some animal disease, not dangerous to man, and made possible for food and utterly harmless by some official process, steaming and the like.

**SAGINAW** INCORPORATED 1890  
**HARDWARE** ESTABLISHED 1863 **®**  
WHOLESALE

We can fill orders promptly for Fishing Tackle, Base Ball Goods, Hammocks, Fireless Cookers, Oil and Gasolene Stoves and Refrigerators. Orders shipped the same day received.

203 SO. HAMILTON ST., SAGINAW, MICH.




No. 81 Display Case



No. 84 Cigar Case

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

**"Parsons"**  
**Comfort Shoes**



The "Parsons" hand turned line of Comfort Shoes and Juliets have stood the test of years, and is the most reliable line of turned shoes sold to the trade. "Warranted NOT to RIP." Twelve styles carried in stock. Send for special catalog and prices.

We are sole western distributors.

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



**HENNING'S HORSE RADISH AND SUMMER SAUSAGE**

Quality and price right Order through your jobber

**CHAS. W. HENNING & SONS, Mfrs.**  
**SAGINAW, MICH.**

# Saginaw Valley

## News and Gossip of Interest to Business Men.

### Saginaw Draws a Prize.

Through the efforts of the Board of Trade and with the assistance of D. L. Patriarche, State agent for the Pere Marquette-Lehigh Valley Railroad system, Saginaw has pulled down a commercial prize, which comes on July 1. On and after that date there will be given the city a four-morning express freight car service from Philadelphia, bringing goods assembled in Philadelphia to this point without breaking bulk and without delay in shipment. The assembling is done by the Pennsylvania and Reading Railroad at Philadelphia, and goods are to be taken on at 150 different shipping stations in Pennsylvania and New Jersey, rushed through to Philadelphia and on to Saginaw, arriving here four mornings after original shipments are taken on. Incidentally, Saginaw becomes a distributing point for the service for all goods shipped by the car and not consigned to local houses. The city enjoys the three-morning car from New York, and thus gets inbound service from two of the three important points on the Atlantic seaboard, it being expected Boston may follow in the near future.

### Commercial Men Play Ball.

It being real hot weather and no excuses available on account of stiffness or lack of condition, the Knights of the Grip of Saginaw and Bay City got down to their annual game of ball at Burkart Park Saturday afternoon, and at present writing the score is still mounting, with the scorers hors de combat, and the commissary department working overtime. Several league umpires are on the job, and it is expected to finish the game before the next issue of the Tradesman appears.

### Fordney House Opening.

Business men, traveling men, wholesalers, commission men and a large outpouring of trade attended the Fordney House formal dedicatory services on Tuesday night, June 27. The fine new hostelry was kept open until after midnight, and festivity reigned. The place was handsomely decorated throughout, and the banquet was a thing of joy and beauty. West Side business men have worked for this hotel for years and have succeeded in turning out one of the finest places in Michigan of its kind. The banquet given on the evening of the opening was marked by a speech by Congressman Fordney.

### Public Abattoir for Saginaw.

The Vogt-Schmidt Co., capitalized at \$25,000, fully paid in, has been organized to carry on the business of a public abattoir in this city, and will specialize wholesale meat and products. The company will be in opera-

tion within the next thirty days. Julius C. Vogt is Vice-President and General Manager and H. M. Schmidt is Secretary and Treasurer. Emil Salay, formerly with the Armour Company, Chicago, will be Superintendent. The new plant is patterned after the Chicago packing houses and will do killing for farmers, local meat markets and hucksters, and will be conducted along strictly sanitary and scientific lines. A chilling room will be installed for the meat prior to its going into cold storage, and necessary buildings and equipment will be added as the plant develops.

### Foreign Trade Extension.

An educational movement has been started by the Saginaw Board of Trade in the direction of extension of foreign trade. Arrangements have been made through the Government Bureau at Washington for the entertainment of a party of visiting merchants from Salonika, Turkey, in the near future, and a party from Buenos Ayres is on its way to visit the city and its manufacturing industries. A number of local institutions already have extensive dealings with South American concerns. The entire Foreign Trade Committee of the Board has been made a Trade Committee with Canada, which country is looked upon as one of the most important leading outlets for Saginaw products. The subcommittees are as follows:

Mexico—George C. Eastwood.  
Central America—Oliver E. Meyer.  
South America—John Herzog.  
Countries of Europe—Robert T. Wallace.  
British Isles—William Seyffardt.  
Africa—Hugh B. Brown.  
Asia—Chas. E. Phillips.  
U. S. Insular Possessions—Harty S. Erd.  
Japan—John W. Smart.  
Australia, New Zealand and Oceania—John O. Pierce.

### General Notes and Gossip.

The city will build a new lift bridge, of the Scherzer roller type, at Johnson street, to cost \$85,000. It will be similar to one in use at Genesee avenue, across the Saginaw River.

Crops never looked finer at this time of year than they do in the surrounding country, and already tremendous crops of hay have been harvested, with some alfalfa, which seems to be growing in popularity for fodder. Berries never were so freely received and the local fruit and commission business has been very good. Retail trade generally also shows considerable advancement for June over May.

F. T. Hepburn, recently General Manager for the Saginaw Valley Traction Co. and allied interests, has gone to New Work to enter the firm of H. C. Walbridge & Co.

John N. Southgate, Secretary of the West Side Business Men's Association, has been appointed Manager of Details for the Fourth Annual Industrial Exposition, to be held in this city in the Auditorium in September.

The wholesalers' and manufacturers' automobile trip into the Thumb district was postponed at the last minute until the week of July 11, for various reasons, the principal one being the inability of a number to get away. The itinerary will remain the same as given by the Tradesman.

C. P. Hill, formerly a well known and successful merchant of Ashmore, is dead.

### Trade Visitors To the City.

Among the trade visitors to the city for the week were: B. W. Quigley and Mr. Heinzman, both of Midland, and the latter is buyer for the

Midland Clothing Co.; J. G. Reithmeier, of Gara; Levi Frisbie, of Owosso; Stanslaus Andrus, of Albee, and N. Grossman, of Fenton.

### Wash All Vegetables.

It would be an excellent idea if people would wash their vegetables before placing them on the table, and in some instances they may prevent a case of typhoid fever. In some of the adjoining counties the gardens are irrigated with water which is evidently polluted with sewage from the city. This water is flowing constantly over the vegetables in the garden, and there is no reason why they should not be infected. This applies particularly to celery and tomatoes, both of which are frequently eaten without being washed.

One man is as good as another and oftentimes better.

## The Old Reliable Soap

For General Washing Purposes

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

Manufactured by Atlas Soap Works, Saginaw, Mich.

## SAGINAW 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

## 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.

Peanut Butter in bottles, tins and pails  
Salted Peanuts in 10 pound boxes, pails and barrels  
Roasted Peanuts in sacks or less

Use our goods once and you will use no others

Write for prices or order through your jobber

ST. LAURENT BROS., Roasters and Wholesalers  
Bay City, Mich.



## Saginaw Valley

### Advantages Saginaw Possesses—Articles Manufactured.

#### Hospitals and Charities.

There are four public hospitals in Saginaw. The city provides a detention hospital and a tuberculosis hospital.

The Davies' Nurses' Home, accommodating twenty nurses in training, is attached to the Saginaw General Hospital.

Two orphan homes are located in Saginaw and maintained by local support.

Saginaw county provides a large and comfortable farm home for the aged and infirm who require public support.

#### Wholesale and Jobbing.

Hardware, groceries, dry goods, clothing, furniture, carpets, vinegar, meats, flour, drugs, boots and shoes, harness, agricultural implements, vehicles, paper, fruit, produce and all important lines are carried in ample stock by wholesale houses and agencies in Saginaw. The whole State is covered by Saginaw travelers selling staple lines, while the whole world is covered by Saginaw salesmen introducing the specialties of Saginaw manufacturers. The name Saginaw is well known for quality in every civilized community.

#### Through Merchandise Freight.

Saginaw is a great railroad center. It is the local point for through merchandise cars daily from Boston, New York, Philadelphia and other important Eastern centers for delivery at Saginaw proper and for transfer at Saginaw to points in Northern Michigan. Freight from the East for Milwaukee, Wisconsin, and the Northwest is loaded in cars running to Saginaw. Merchandise cars are likewise loaded direct to Saginaw from all important Middle and Western States points, such as Pittsburg, Cincinnati, St. Louis, Chicago, Milwaukee, etc. This service is of great importance to manufacturers and jobbers.

Through merchandise cars are loaded at Saginaw for all nearby points in Michigan and for all important markets beyond, such as Buffalo, New York, Toledo, Chicago, etc.

#### Quick Service.

Freight from Saginaw reaches Chicago, Toledo, Detroit and Buffalo the next day without transfer. There is corresponding service to and from all other important centers of market and supply.

#### A Factory Center.

Saginaw is preeminently a factory center. The great natural resources, unexcelled shipping facilities, excellent technical instruction, tranquil labor situation, desirable social conditions, strong financial factors, well organized business associations, proximity to markets and sources of supply and many other advantages at-

tract artisans and manufacturers to Saginaw.

#### Export Trade.

Saginaw is the second city in the State in the value of its exports. The products of Saginaw factories are to be found in every country on the globe.

#### Adapted To Manufacturing.

The factories in Saginaw are located in several districts. The city is surrounded by a belt railroad and crossed by several rail lines. The river passes centrally through the city. Industries have located for peculiar advantages in different parts. There are nearly thirty miles of electric railway and nearly one hundred miles of paved streets. The telephone exchanges accommodate nearly 7,000 subscribers. Intercourse and communication are so easy that all parts of the city are intimately associated. There is an avoidance of congestion and a lessening of fire hazard. Under these conditions there is larger expense for street improvements, sewers, water mains, etc., but Saginaw has met this situation wisely, gradually, adequately and without suffering an extraordinary tax burden.

#### Low Taxes.

Taxes are lower in Saginaw than in any other American city of its class.

#### Low Trucking Expense.

The city of Saginaw is built on a broad plain and thereby provides peculiar advantages for manufacturing. Expansion is easy. A minimum of elevation is required. Vehicles may be loaded to maximum capacity, an important consideration in the handling of lots which require to be trucked to and from warehouses or depots. There are no snow drifts. There are no destructive wind storms. The hills suggest violence; the plain suggests peace.

#### Diversified Factories.

Saginaw is fortunate in the diversity of its industries. There are over 400 going factories in the city. In the event of misfortune or depression in any particular line the city can not greatly suffer. The following distinct lines are produced in Saginaw:

Aeroplanes, air pumps, asphalt, asphalt roofing, automobiles, automobile accessories, automobile parts, baked goods, bakers' machinery, band saws, band resaws, banjos, baskets, barrels, beer, blinds, blow piping, boilers, boiler compound, book binding, book cases, boxes (paper and wood), box shooks, brass castings, brass goods, brick machinery, brooms, brushes, butter, butter dishes, butchers' supplies, buttons, cabinets, calcium chloride, canned goods, carbonated drinks, carriages, carriage tops, carpet weaving, castings, catsup, cement blocks, chair caning, cheese, chemicals, cider, cigars, cigar boxes, clothing, coal, coal cars, coal mining machinery, common brick, concrete building machinery,

confectionery, conveyors, cooperage, cornices, corsets, crackers, creamery supplies, cylinders, desks, dough mixing machinery, dredging machinery, drugs, dust collectors, electric vehicles, engines, exhaust fans, farming implements, faucets and spigots, fireless cookers, flooring, florists, flour, foundry products, furniture, furs, gas engines, glass bottles, glassware, graphite, graphite products, grease, guage saws, hair goods, harness, hoops, horse collars (steel pressed and leather), horseradish, ice cream, knit goods, labels, ladders, lath, leather, leather goods, line, lubricants, lumber, lumber products, lumbering tools, machinery, malt, mandolins, mantels, marine boilers, marine motors, matches, mattresses, medicines, millinery, mill products, mirrors, molasses, monuments, motor boats, mouldings, musical instruments, neckties, office furniture, ovens (draw plate), overalls, paints, paving brick, pianos, pickles, plate glass, plows, plumbers' supplies, portable houses, portable elevators, printing and em-

bossing, pulleys, pumps, roller bearings, roofing, rugs, rules, saddlery, salt, salt well machinery, salt rakes, sandstone brick, sandstone brick machinery, sauerkraut, sausage, saws, sawdust conveyors, sawmill machinery, seed cleaning machinery, seeds, shade rollers, sheet metal ware, shingles, shingles (cement), showcases, silk dresses, silk shirtwaists, silos, soap, soft drinks, pray pumps, spring beds, staves and heading, steam engines, stock feeds, stove polish, sugar, tanks, tapes, telephone equipment, tents and awnings, tripods, toothpicks, trunks, tubs and pails, umbrellas and parasols, vehicle parts, vending machines, violins, vinegar, wagons, washboards, washing machines, wheelbarrows, wind mills, wines, wire fence and woodenware.

J. P. Tracy,

Sec'y Board of Trade.

Where ignorance is bliss 'tis folly to establish a colored university.

The milk of human kindness should never be skimmed.

### 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.

## Always Reliable

## Phipps, Penoyer & Co.

Wholesale Grocers

Saginaw :: Michigan

## 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.



#### Michigan Knights of the Grip.

President—J. C. Wittliff, Detroit.  
 Secretary—F. M. Ackerman, Lansing.  
 Treasurer—Lou J. Burch, Detroit.  
 Chaplain—A. G. MacEachron, Detroit.  
 Grand Council of Michigan, U. C. T.  
 Grand Counselor—George B. Craw, Petoskey.  
 Junior Counselor—John Q. Adams, Battle Creek.  
 Past Grand Counselor—C. A. Wheeler, Detroit.  
 Grand Conductor—E. A. Welch, Kalamazoo.  
 Grand Page—Mark S. Brown, Saginaw.  
 Grand Sentinel—Walter S. Lawton, Grand Rapids.  
 Grand Secretary—Fred C. Richter, Traverse City.  
 Grand Treasurer—Joe C. Wittliff, Detroit.

#### Forming the Habit of Making Definite Plans.

In the world of action the lauded hero is the man who delivers the goods. He is the man for our money.

Give us the salesman, we say, who actually lands the order—not the hot air shooter who talks loudly about landing orders.

We pin our faith to the architect who has a tall skyscraper actually standing on solid ground to his credit—not to the theoretical constructor who has only an air castle in his head.

We pay our big retainers to lawyers who have actually won big cases in court.

We put our capital back of the inventor who can show us his invention fully completed—in final, tangible, workable shape.

The man who delivers the goods! We're for him, every time.

In the world of action we know how to recognize him.

When it is a question of the power to act, we have no difficulty in judging men—in distinguishing between the bluffer and the actual doer—in putting each man in the class where he belongs. What he has done or has not done speaks for itself.

But when it is a question of the power to think—when it comes to distinguishing between men who think, and men who only think they think, or make a bluff at thinking—then we have our troubles.

We find it hard to tell the eagles from the dodo birds—the imitation thinkers from the men who actually deliver the goods.

There is so much imitation thinking passing current that we get all mixed up in trying to spot the genuine article.

Talk about substitution in manufactured articles of commerce! Talk about the genial Connecticut fraud of selling wooden nutmegs for real nutmegs! They never was half as much fake in a wooden nutmeg as there is in the bunco brain action that is being peddled in every way all around us as the genuine article.

It is amazing what a lot of chaps

are able to put up a front as thinking men who never gave birth to a genuine, clean-cut, definite, worked-out, rock-bottom thought since the day they first drew breath.

There is the man with the loud voice and the determined manner. In all ages men have been prone to mistake noise for ideas—and the tendency is just as strong as ever.

There is the man in an accidental position of authority. We are so accustomed to pay tribute of respect to his position that we receive his pompous, brainless remarks as the double concentrated essence of subliminal wisdom. Let an office boy disgrace himself in our presence by equally flat and commonplace speech and we would pulverize him with sarcasm.

There are more varieties of imitation thinkers than there are of Heintz's pickles.

The average man has vague notions instead of definite ideas. The contents of his mind consist of mere loose fotsam that has drifted in on the tide of hearsay or conjecture—not well-ordered, compact cargoes ready for shipment and delivery.

He has about everything—definite, specific ideas about nothing. He makes mental guesses at a thousand objects of thought—but can give you accurate, specific information on none of them. His talk is as general as all outdoors, as unsubstantial as sea-fog, as devoid of solid nourishment as a meal of wind.

He does not really think. He only thinks he thinks.

There is one great test that will tear the mask of pretense from the mind of an imitation thinker and reveal his real brain poverty as surely as the litmus test shows the presence of acid in a glass.

That is the test of asking him to set his so-called ideas down in definite form on paper.

Can he do it?

Not in a thousand years.

The vague mist and fog that fills his think-tank condenses to nothing when he attempts to write it out.

The bombs of verbosity, bursting in air, with which the loud talker razzle-dazzles us, peter out into a feeble squizzle like the discouraged sputter of a bunch of damp firecrackers when he attempts to set them off on paper.

In every walk of life we meet these imitation-idea men who couldn't face the paper test.

Cracker barrel philosophers in country stores will orate with the

solemnity of a conclave of ancient owls on the policy that congress should adopt in settling every perplexing problem of the nation. But ask one of these confident statesmen to write ten lines of a resolution in parliamentary form, and the result would be a document more laughable than Mark Twain's greatest masterpiece of humor.

The newspaper reader who comes in to business with you on the morning train can tell you in conversation just what Oyama should have done when he met up with the half million Japanese soldiers in Manchuria, where Kuropatkin made his fatal mistakes in military science along his hundred miles of army front, and why Rojestvensky was dead wrong in every move he made in the Japan Sea. But ask one of these talking tacticians to write down, out of the profundity of his knowledge, the exact series of commands that a corporal would use in marching a squad of four men around a corner, and your great military critic will retire suddenly from view behind his newspaper.

How often you have hearkened to the sage who condescends to shave you in the barber shop—the fluent political expert who tells you, as he smears the lather into your eye, how Mr. Taft is making all sorts of bulls in running the government, and how if he only had the President's ear for a moment, he could put him wise to a method of straightening out all the tangle of questions that are worrying the Cabinet sick.

Ask a knight of the razor to write out definitely step by step the exact course that he would advise Mr. Taft to pursue on any single point—and your barber shop sage will drop a hot towel over your mouth and make haste to rush you through your shave and out of his chair to make room for a less disturbing customer.

Not one talker in a hundred can make good when told to "put it in writing." He has only vague notions instead of genuine, specific thoughts. And vague notions make no showing on paper. There's the solicitor for an advertising agency who haunts your office for a month and talks your ear off about the plan and policy you should adopt for your coming advertising campaign. He can talk

about every move you should make in your advertising department for the next five years. But ask him to sit right down and write out five definite advertisements making a consecutive and unified series, to be run in the next five days, and nine times out of ten he'll take to the woods.

His knowledge of advertising will pass muster in talk. But it won't stand the paper test.

You go to the theater occasionally. Remember the friend who invariably tells you between the acts how poor the play is, explains how it ought to have ended, how it would have been a lot better if the author had put in a train wreck or omitted the explosion, or had the heroine kidnaped instead of inveigled into eloping?

Confidently he informs you that if he had written that play it would have been altogether different and five times as strong, and you think this very probable as you hear him talk. His knowledge of dramatic construction makes a brave show in conversation. But ask him to sit down after the show and actually write out the scenario of that second act as he would definitely produce it and see what happens. Could he do it? Could he write a scenario for a second act—or any act—or any part of any scene in any play that was ever dreamed of? Not in a thousand years.  
 W. C. Holman.

#### The Season for Green Goods.

If we were running a hotel we would have green stuff on the table this time of the year if we had to sprinkle it with grass. Judging from some layouts, you couldn't tell whether this was February or June.

## 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.

## A DISABLED MOTOR CAR

Thirty miles from home—don't worry the folks.

## USE THE BELL

Long Distance Telephone and explain the delay.

## 30 MILES

Talk 3 minutes—25 cents.

Every Bell Telephone is  
 a Long Distance Station



### News and Gossip About U. C. T. Boys.

More honors for Grand Rapids and No. 131. Harry Hydorn was elected Page of the Secretary and Treasurers' Association, at Columbus, last week. This is the stepping stone to the office of Supreme Secretary or Treasurer of the lodge in the United States.

For Sale or Exchange—Central League season pass book. Enquire of writer.

Fred Richter, Grand Secretary of the U. C. T., broke all records for eating Sweitzer cheese sandwiches at Ludington. He ate for four hours without a stop. At present writing he is resting easily.

Bill Kaiser, of Detroit, was in town for a few days last week.

Howard Damon, with the Hamilton Brown Shoe Co., St. Louis, has things easy for another month before starting on the spring trip. We always thought Howard took it easy, at least twelve months.

G. Gibson, who goes on extensive trips of from twenty to thirty miles, came home June 27 to spend the Fourth.

Charlie Reynolds spent his vacation in St. Louis, Mo., with his children, Mr. and Mrs. Bruff Olin.

Too bad to have such jealousy in an otherwise loving family! Here's one received from the writer's own brother: "That settles it, I'll never take the Tradesman. They ought to be self supporting without having to resort to selling space to aspiring writers. I know this J. M. Goldstein. I know his family. Such Irish trash should not be encouraged to impose upon public tolerance. I mourn the retrocession of the Tradesman. Willie Goldstein."

Miner Barton is teaching Harry McIntyre to play cribbage.

John Maurits, chief entertainer and salesman for the Grand Rapids Shoe and Rubber Co., contemplates making a change soon. It has been rumored that John, on different occasions, tried to buy out the Pilot House.

Ed. Ryder is now an ex-convict. It cost him \$5.35 for fast riding. Ed. would never get fined for speeding in left field.

Phil Leavenworth worked ten minutes overtime one day last week.

Movement on foot to appoint a guardian for Will Wilsterman, of Calumet, better known as the Village Blacksmith, and John McMahon, of Detroit, known as the Ed. Mo Brand Poet. After several years of traveling, they go in one direction and check baggage in an opposite one and expect to find it waiting for them at their destination.

J. D. Kain, of Detroit, is spending his vacation in Grand Rapids. Joe couldn't pick out a better place.

Otto Steger and A. H. Smith rode the bumpers at the last meeting of the U. C. T. Frank Grey, of Kalamazoo Council, was transferred to No. 131.

J. Lichtenauer, of Greenville, was in town last week. J. L. looks younger every trip he makes.

Denison Waterman, with the Pittsburgh Steel Co., is another to join the

Benedicts. Den had Miss Jessie Noxon, of Des Moines, change her name to Waterman. The young people have gone to Macatawa for ten days and thither back to Des Moines, where Den makes his headquarters. Den's many Grand Rapids friends wish the happy couple Godspeed.

### Mother's Life Hangs in the Balance.

Grand Rapids, July 3—Grand Rapids Council, No. 131, United Commercial Travelers, at their meeting Saturday evening, July 1, passed a resolution to be sent to the Governor General of Canada, asking a full pardon for Angelina Neapolitano. We ask all subordinate councils in Michigan to pass the same resolution and send it to Grand Secretary Fred C. Richter, at Traverse City, and he will forward them all together to the proper official.

Harry D. Hydorn,  
Sec'y-Treas.

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

Buffalo, July 5—Creamery, 20@24½c; dairy, 16@22c; poor, all kinds, 12@15c.

Eggs—Fancy, candled, 19@20c; choice, 17@18c.

Live Poultry—Fowls 14@15c; ducks, 15@17c; turkeys, 12@14c; broilers, 20@22c.

Beans—Marrow, \$2.40; medium, \$2.15; pea, \$2.10; red kidney, \$2.15; white kidney, \$2.50.

Potatoes—90 @ \$1.00 per bu.

Rea & Witzig.

Kalamazoo Telegraph-Press: Arrangements have been made by the United Commercial Travelers of this city for their annual parties, which will this year be held at the Elks' temple, the first party having been arranged for September 22. After that date the travelers expect to hold dances at intervals of about two weeks. The United Commercial Travelers have always held unique and largely attended parties and this year will be no exception. The committee which has been named by the members of the organization to take charge of the parties will be composed of C. W. Sibley, J. E. Geary and C. C. DeFrance.

At a meeting of the Supreme Council, U. C. T., held at Cleveland last week, Frank S. Gannett, of Jackson, was elected Supreme Sentinel, which action puts Michigan on the map again, so far as the Supreme Council is concerned. Some years ago the late M. J. Mathews, of Detroit, worked up to the position of Supreme Junior, but died before reaching the goal of his ambition.

A Dighton correspondent writes: Fred Cotter has left the employ of the Dennis store and will act as traveling salesman for the National Grocery Co., of Cadillac, taking Perry McDougal's place. This promotes Chas. Peterson to the management of the business and Carl VanMeter is the assistant.

Only a fool lets people take him in after he has found them out.

Now is the period of time between awhile ago and after awhile.

### The Boys Behind the Counter.

Benton Harbor—Miss Hazel Dreher has taken a position in the C. L. Young & Co. dry goods store. She was employed in the Dalrymple millinery store the past season.

Bangor—Numerous changes have been made in J. P. Ryan's department store this week. James Yates who has formerly been in charge of the grocery department is now to be found in the clothing department Millard Meabons has charge of the grocery, taking the place made vacant by Mr. Yates' promotion. Miss Cynthia Leever is now assisting Miss Ruth Paquin in the bookkeeping and cashier work.

St. Joseph—Irving Talbot has taken a position at Gillespie & Reiber's drug store.

Marquette—J. H. Lang, who has been employed as clerk at Bissell & Stebbins hardware store, has resigned his position and gone to the Soo, where he has secured a similar position with the Soo Hardware Co.

Bad Axe—Lee Wright, formerly engaged in the grocery business at Port Sanilac, has entered the employ of Clark & McCarey here.

Shelby—J. E. MacGregor, Ann Arbor, acting for himself and his brother, C. A. MacGregor of Alpena, has purchased the R. K. Gellatly stock of merchandise and fixtures at 61 cents on the dollar for the stock and 41 cents on the fixtures. The stock is expected to inventory about \$9,000 and the fixtures a little less than \$2000. On this basis the amount to be realized will be in the vicinity of \$6,300. There were a number of bidders. Sealed proposals were at first submitted. These were later supplemented by oral bids. Isaac Fisher of Shelby was a close competitor with Mr. MacGregor, his final bid being the same on the stock and a cent less on the fixtures, a difference of but \$20 from the successful bid.

### The Gripsack Brigade.

Buyers everywhere appreciate favors and resent injuries; applaud success and criticize failures; admire neatness and precision and are disgusted with slovenly dress and manner.

Undoubtedly the greatest temptation a salesman can possibly undergo is a big buyer who will pay for what he buys and pretends he is anxious to buy from you, but says your price is too high and that you are out of line, which prevents him from giving you a nice business, which he would love the "best in the world" to do. He even has an injured tone because you won't meet him half way and let him give you the order which he must perforce give your competitor, naming one he knows you don't like. He may not get you the first time, but some day business is dull—you kick against the pricks of fortune—then throw discretion to the winds and you are in humor to swallow the bait, hook and all. He is a good fisherman and has beaten you at your own game. You are in his power forever; your much boasted independence is a farce. In the future you will either have to cut your prices to him or not get his business. It is

inconceivable to the fellows sitting behind the rolled top desk at the office how a salesman can cut a price, but it is the easiest thing in the world to do—and about the worst. Some houses do go out at times and pick up some big business at a slight reduction in prices in order to retain a volume of business, but it is pretty hard to draw the line once this is started, though the start was made on good economical principles.

### From Life's Practical Side.

The truth is woman has developed because she must develop. The comradeship with men in outdoor and business life has done much to add to her character. Perhaps this strength came in the necessity of "holding her own" against a strong force or perhaps it came through absorption, but it has come. Smileless, rosebud mouth wonders of feminine beauty, void of character, may be all right for a portrait and wall decoration, but they increase the cost of living question when taken as a wife. Many men have found this out to their sorrow.

"My sweetheart," said a young man, deeply in love, "is the kind at whom men turn and gaze when we walk down the street. I tell you I swell all up with pride when I think she's mine."

But after the marriage ceremony his pride shrunk in proportion to the increase in bills and later he got a divorce.

Of course had she worn \$5 hats instead of \$40 ones, as a girl no man would have turned to gaze upon her and so create pride in the breast of the man who has won the paragon of fashion. But father's paying the \$40 is so different.

Therefore man, unwittingly, is demanding more and more that the woman he marries be possessed of some degree of character. He is beginning, fortunately, to look beyond the opinion of the sidewalk admirer. He doesn't admire a dowdy and there is no excuse for a dowdy in these days of good ready made garments and general knowledge of bodily care. But he does not marry a portrait these days. He wants a real partner and a sane woman.

### Little Surprises.

"Aunt Rachel, you are to come and make us a long visit. Enclosed find railway and sleeping car tickets."

"Clugston, I'm going abroad, but you can keep on sending the Blizzard to my house. Here's two years subscription in advance."

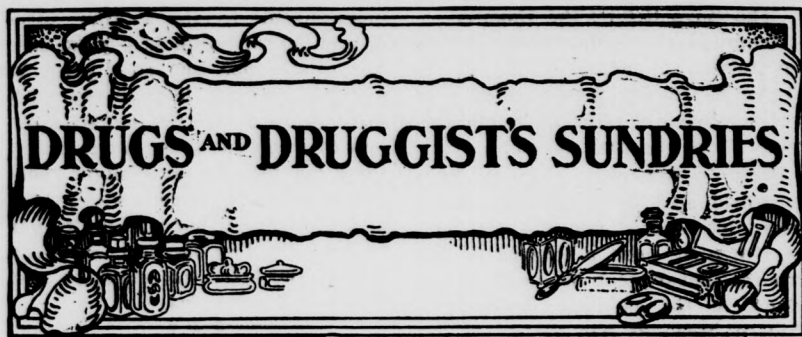
"Mr. Hickey, we won your case with ease, and the retainer you gave me pays us amply four our work."

"You don't need to apologize for stepping on my skirt, sir; I ought to have known enough to hold it up while going down a stairway."

"Lower berth in outside stateroom amidships? Yes, sir; you can have your choice of half a dozen."

"This is your scarfpin, isn't it, mister? I found it while I was dustin' off the car seats."

"Wot are ye skeered of, stranger? I don't want yer watch; I only asked ye wot time it wus 'cause I wanted to know."



**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. W. Austin, Midland.  
 First Vice-President—E. P. Varnum, Jonesville.  
 Second Vice-President—C. P. Baker, Battle Creek.  
 Third Vice-President—L. P. Lipp, Blissfield.  
 Secretary—M. H. Goodale, Battle Creek.  
 Treasurer—J. J. Wells, Athens.  
 Executive Committee—E. J. Rodgers, Port Huron; L. A. Seltzer, Detroit; S. C. Bull, Hillsdale and H. G. Spring, Unionville.

**Grand Rapids Drug Club.**  
 President—Wm. C. Kirchgessner.  
 Vice-President—O. A. Fanckboner.  
 Secretary—Wm. H. Tibbs.  
 Treasurer—Rolland Clark.  
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

#### Seasonable Advertisements for Retail Druggist.

In the restless trend toward better methods and greater facilities in the modern business world no phase of the game has received more attention or made more rapid progress than that of advertising. Not so many years ago it was thought by the average merchant that to pay for space in the newspaper and on the bill boards would get the business regardless of what was said in these spaces. Many a merchant had the printer prepare the copy for his advertisement and never thought it worth while to look up the advertisement to see whether or not the copy was satisfactory.

Great manufacturing concerns ran the same copy in a space for a year without change, and in many instances the copy would not be eligible to one insertion at the present time. Truly we have lived and learned. This is a day of specialists. In every line of human endeavor we find men undertaking fewer things and doing them better. We speak of these men as experts, and they are experts in that they have spent time and energy and have devoted great efforts to a distinct line and in the end have mastered it.

In this advanced age if a man wants a delicate surgical operation performed he would not think of going to a general practitioner of medicine and surgery, but would seek a man whose specialty is surgery and very likely who does the particular kind or branch of surgery he desires. So with advertising. Great

corporations, organized to promote the sale of a new product or to revive the sale of an old one, have an expert advertising man or the proposition of advertising is turned over to firms who sell advertising and who in many instances guarantee results.

The same principle applies in the case of the retail drug store. I do not mean that every retail drug store should have an expert advertising man, but the store should be systematized, and some one detailed whose business it is to study advertising and to look closely after the store's interests in this line and figure out the best method for advertising in its special locality. All of which means that he must study methods of advertising and must study the trade, for it is with advertising as with merchandise, if you would please your customer give him what he thinks he wants. If the W. C. T. U. is holding an annual convention in your city it is the wrong time to push cigars. Better get busy with tobacco cures and throw out a few denarcotized brain throbs about the great work.

The specimen who would make a success of the retail drug business must be a wizard in the matter of satisfying the million in his advertising as he would in his store. One minute he is undergoing a double cross-examination by the only daughter of a National bank agent the best method of whipsawing the blackheads and getting away from the bad complexion; the next minute this same man is in the clutches of a cocaine fiend who threatens to cut up right in the store if he does not come across with the dust. He advertises best who advertises as the occasion demands, but he must be always on the job and watching the occasions.

Below are two advertisements we used recently during the convention of the Texas Retail Merchants, one in the morning paper, the other in the evening paper:

#### WELCOME

Retail merchants, to the swiftest going bailiwick that dots the almost endless domain so majestically presided over by the great Lone Star.

Hitch your cayuses and come in. We are glad to see you, and expect you to call when you come to Wichita Falls to drill one heat on association tracks with a bunch of thoroughbreds who call any man a quitter who falls back and takes the count before the wee small hours.

If any of you neighbors want to cut up a little and burn a few blisters in the track or kick loose a few blocks of paving and tear down the city hall, take to it, the going's good and Wichita Falls is right in bald head row to encore any performance you care to put on, and if anybody gets peevis at your sudden theatrical aspirations phone the

#### Palace Drug Store

That fussy pill plant on 8th St. Between the Elks' Club and the earth.

W. H. Cousins, Head Fiend.

#### WELCOME

Welcome, Texas retail merchants, to the huskiest village on the map of the world. We are glad you came and everything is wide open to you except the jail and the cemetery.

Blow around to the Palace Drug Store. Our chocolate-coated conversation is free and music by the cash register from six o'clock in the morning until the street lights get peevis from working over time.

Don't forget the place.

#### Palace Drug Store

That fussy pill plant on 8th St. Between the Elks' Club and the earth.

W. H. Cousins.

#### The Terrible Cost of Tuberculosis.

Few people realize what the cost of disease is to this country, both in the loss of life and the loss of money. The American people are prone to look on the seriousness of this question only when we are face to face with some great epidemic like that of yellow fever in the South in 1878, which cost the Southern cities over one hundred million dollars.

These epidemics have been looked upon as being almost unavoidable, and we are often told that such conditions can not be foreseen. That they can be foreseen, however, is shown by the precautions that are taken, after one of these plagues has visited a section of the country. For a time the conditions which caused the epidemic are watched very closely, but too often this interest lapses as the months go by.

A writer in the Outlook on this subject calls attention to the waste caused by diseases we have with us at all times:

"Typhoid is one of the chief of these, and an authority who has especially investigated this question estimates that the 33,000 deaths caused by this disease, according to the census of 1900, involve a loss to the Nation of \$212,000,000 annually. The investigator estimates that at least three-fourths of this loss is preventable by reasonable precautions and familiar preventive measures.

"The enormous value of the lives lost through tuberculosis can not be estimated at less than \$50,000,000 annually, and leaving out this value the mere expenditure in medicine, foods, nursing, medical attendance, loss of wages, burial expenses, etc., it is estimated the annual loss is not less than

\$90,000,000, or a head tax of \$1 a year on every inhabitant of the country."

Of the total loss by disease it is believed 40 per cent. is preventable, or an aggregate of \$750,000,000 annually; a monstrous drain on our resources and one which, entirely aside from the greater consideration of the moral and physical suffering involved, it would pay the Nation well to devote its millions to wipe out.

A large part of this loss is due to the building conditions of the country. Fresh air is the greatest preventive to disease known to the medical world, but this, the one most important feature in the health of our people, is overlooked not only by the people themselves but by the men who are trying to prevent the spread of disease among us. After the disease has gripped one of us there are plenty of homes and hospitals where one can go and secure relief and perhaps a cure. A noticeable feature about these institutions is that they pay special attention to securing plenty of fresh air. The old adage that "a stitch in time saves nine" applies here very strongly for attention to proper ventilation in building our homes, schoolhouses and other public buildings will do more to cut down this terrible cost of life and money than anything else.

The value of open air is shown in the experiments made in the housing of animals in our zoological gardens.

Some years ago there were seven deaths from tuberculosis among the monkeys in the Lincoln Park Zoo, Chicago, in a period of ten months. The very best attention was given to these monkeys and the thermometer was kept at 85 all the time, but still the monkeys died, as did two of the keepers, from consumption.

Then somebody suggested that what monkeys needed was open air. A hole was built through the wall and an outside cage was built where the monkeys could go in and out as they liked. Now a cough or cold is never known among the monkeys of the Lincoln Park Zoo. The same thing is done now by all the animal-keepers and the death rate among caged wild animals has been reduced over 80 per cent. in the last two years.

Of course men can not live in the open air this way, nor is it necessary. All we need to do is to see that there is plenty of fresh air in our buildings at all times. Air does not need to be cold to be fresh, as some people seem to think. With a proper heating and ventilating system we can secure both heat and comfort, our minds will be brighter and more active, our children strong and healthy, and disease will be unknown in our homes.

With the heating and ventilating engineers of the country rests the annihilation of the "white plague."—American Artisan.

A good woman once wrote thus: "In my own family I try to be as little in the way as possible, and never to believe for a moment that any one means unkindly towards me.

WHOLESALE DRUG PRICE CURRENT

Table listing various drugs and their prices, including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, and Oleum.

Table listing various drugs and their prices, including categories like Lupulin, Lycopodium, Macis, Magnesia, Sulph., Mannia S. F., Menthol, Morphia, Moschus Canton, Myristica, Nux Vomica, Os Sepia, Pepsin Saac, H & P D Co., Pils Liq N N, Pils Liq qts, Pils Liq pints, Pil Hydrarg po 80, Piper Alba po 35, Piper Nigra po 22, Pix Burgum, Plumbi Acet, Pulvis Ip'cut Opil 1, Pyrethrum, bxs. H & P D Co. doz, Pyrethrum, pv, Quassia, Quina, N. Y., Quina, S. Ger., Quina, S P & W, Rubia Tinctorum, Saccharum La's, Salacin, Sanguis Drae's, Sapo, G, Sapo, M, Sapo, W, Seidlitz Mixture, Sinapis, Sinapis, opt., Snuff, Maccaboy, De Voes, Snuff, S'h DeVos, Soda, Boras, Soda, Boras, po, Soda et Pot's Tart, Soda, Carb, Soda, Bi-Carb, Soda, Ash, Soda, Sulphas, Spts. Cologne, Spts. Ether Co., Spts. Myrcia, Spts. Vini Rect bbl, Spts. V'i Rect 1/2 b, Spts. V'i R't 10 gl, Spts. V'i R't 5 gl, Strychnia Cryst 1, Sulphur, Roll, Sulphur Subl., Tamarinds, Terebenth Venice, Thebromiae.



Our New Home

Corner Oakes and Commerce

Only 300 feet from Union Depot

We have now in stock a complete line of all the 50 cent Popular Copyright Books for the Summer and Fall trade. We would be pleased to mail you printed list.

Hazeltine & Perkins Drug Co. Grand Rapids, Mich.

Advertisement for Lowney's Cocoa: They Will EAT More and BUY More Groceries If you sell them Lowney's COCOA

Instead of Coffee and Tea

You may make more at first on tea and coffee. but you want your customers to have good appetites. The answer is Lowney's Cocoa. It is appetizing, wholesome and strengthening. Your Lowney's Cocoa customers will be your best customers.

IT'S UP TO YOU



GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Cheese

Index to Markets

By Columns

Table listing various goods and their prices, including Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushes, Butter Color, Candles, Canned Goods, Canned Meats, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chocolate, Cider, Sweet, Clothes Lines, Coconut, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour, Fresh Fish, Fruit Jars, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Horse Radish, Jelly, Jelly Glasses, Maple, Mince Meats, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table listing various goods and their prices, including Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushes, Butter Color, Candles, Canned Goods, Canned Meats, Carbon Oils, Catsup, Cereals, Cheese, Chewing Gum, Chocolate, Cider, Sweet, Clothes Lines, Coconut, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour, Fresh Fish, Fruit Jars, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Horse Radish, Jelly, Jelly Glasses, Maple, Mince Meats, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table listing various goods and their prices, including Chewing Gum, Confections, Sweet Goods, Chicory, Chocolate, Cider, Sweet, Clothes Lines, Coconut, Coffee, Confections, Crackers, Cream Tartar, Dried Fruits, Farinaceous Goods, Fishing Tackle, Flavoring Extracts, Flour, Fresh Fish, Fruit Jars, Gelatine, Grain Bags, Grains, Herbs, Hides and Pelts, Horse Radish, Jelly, Jelly Glasses, Maple, Mince Meats, Molasses, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

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Soda Crackers N. B. C. 1 00
Soda Crackers Select 1 00
S. S. Butter Crackers 1 50
Uneda Biscuit 50
Uneda Jinxer Wayter 1 00
Uneda Lunch Biscuit 50
Vanilla Wafers 1 00
Water Thin Biscuit 1 00
Zu Zu Ginger Snaps 50
Zwieback 1 00
In Special Tin Packages.
Per doz.
Festino 2 50
Nabisco, 25c 2 50
Nabisco, 10c 1 00
Champagne wafer 2 50
Per tin in bulk
Sorbetto 1 00
Nabisco 1 75
Festino 1 50
Bent's Water Crackers 1 40
CREAM TARTAR
Barrels or drums 33
Boxes 34
Square cans 36
Fancy caddies 41
DRIED FRUITS
Apples
Evaporated 12@13
California 14@16
Corsican @15
Currants
Imp'd 1 lb. pkg. @10
Imported bulk @ 9 1/2
Peaches
Muir-Choice, 25 lb. boxes 9 1/2
Muir-Fancy, 25 lb. boxes 11
Muir-Fancy, 50 lb. boxes 10 1/2
Peel
Lemon American 13
Orange American 13
Raisins
Connosiar Cluster 3 25
Dessert Cluster 4 00
Loose Muscatels 3 Cr 6
Loose Muscatels 4 Cr 7
L. M. Seeded 1 lb. 8 1/2 @ 9
California Prunes
L. M. Seeded, bulk 7 1/2
Sultanas, Bleached .12
100-125 25lb. boxes .@11 1/2
90-100 25lb. boxes .@12
80-90 25lb. boxes .@12 1/2
70-80 25lb. boxes .@13
60-70 25lb. boxes .@13 1/2
50-60 25lb. boxes .@14
40-50 25lb. boxes .@14 1/2
1/2 c less in 50lb. cases
FARINACEOUS GOODS
Beans
Dried Lima 3
Med. Hand Picked 2 25
Brown Holland 2 85
Farina
25 1 lb. packages 1 50
Bulk, per 100 lbs. 4 00
Original Holland Rusk
Packed 12 rolls to container
3 containers (36) rolls 2 85
5 containers (60) rolls 4 75
Hominy
Pearl, 100 lb. sack 1 75
Maccaroni and Vermicelli
Domestic, 10 lb. box. 60
Imported, 25 lb. box 2 50
Pearl Barley
Chester 4 00
Empire 4 00
Peas
Green, Wisconsin, bu. 2 90
Split, Scotch, bu. 2 90
Green, Scotch, bu. 2 90
Split, lb. 04
Sage
German, sacks 5
German, broken pkg. 5
Tapoca
Flake, 100 lb. sacks 6
Pearl, 130 lb. sacks 5
Pearl, 36 pkgs. 2 25
Minute, 36 pkgs. 2 75
FISHING TACKLE
1/2 to 1 in. 6
1 1/2 to 2 in. 7
1 1/2 to 2 in. 9
1 1/2 to 2 in. 11
2 in. 15
3 in. 20
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20
Linen Lines
Small 20
Medium 26
Large 34
Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80
FLAVORING EXTRACTS
Foote & Jenks
Coleman Vanilla
No. 2 size 14 00
No. 4 size 24 00
No. 3 size 36 00
No. 8 size 48 00
Coleman Terp. Lemon
No. 2 size 9 60
No. 4 size 18 00
No. 3 size 21 00
No. 8 size 36 00
Jaxon Mexican Vanilla
1 oz. oval 15 00
2 oz. oval 28 20
4 oz. flat 55 20
8 oz. flat 108 00

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Jaxon Terp. Lemon
1 oz. oval 10 20
2 oz. oval 16 50
4 oz. flat 33 00
8 oz. flat 63 00
Jennings (D. C. Brand)
Terpeneless Extract Lemon
No. 2 Panel, per doz. 75
No. 4 Panel, per doz. 1 50
No. 6 Panel, per doz. 2 00
No. 3 Taper, per doz. 1 50
2 oz. Full Measure doz. 1 25
4 oz. Full Measure doz. 2 40
Jennings (D. C. Brand)
Extract Vanilla
No. 2 Panel, per doz. 1 25
No. 4 Panel, per doz. 2 00
No. 6 Panel, per doz. 3 50
No. 3 Taper, per doz. 2 00
1 oz. Full Measure doz. 90
2 oz. Full Measure doz. 2 00
4 oz. Full Measure doz. 4 00
No. 2 Panel assorted 1 00
Crescent Mfg. Co.
Mapline
2 oz. per doz. 3 00
Michigan Maple Syrup Co.
Kalkaska Brand
Maple, 2 oz. per doz. 2 25
FRUIT JARS.
Mason, pts, per gro. 4 85
Mason, qts, per gro. 5 20
Mason, 1/2 gal, per gro. 7 60
Mason, can tops, gro. 1 65
GELATINE
Cox's, 1 doz. large 1 75
Cox's, 1 doz. small 1 00
Knox's Sparkling, doz. 1 25
Knox's Sparkling, gr. 14 00
Nelson's 1 50
Knox's Acidu'd. doz. 1 25
Oxford 75
Plymouth Rock Phos. 1 25
Plymouth Rock, Plain 90
GRAIN BAGS
Amoskeag, 100 in bale 19
Amoskeag, less than bi 19 1/2
GRAIN AND FLOUR
Wheat
Red 85
White 84
Local Brands
Patents 5 00
Second Patents 4 80
Straight 4 40
Second Straight 4 40
Clear 3 70
Flour in barrels, 25c per barrel additional.
Lemon & Wheeler Co.
Big Wonder 1/2 cloth 4 30
Big Wonder 1/4 cloth 4 30
Worden Grocer Co.'s Brand
Quaker paper 4 30
Quaker, cloth 4 40
Wykes & Co.
Eclipse 4 40
Lemon & Wheeler Co.
White Star, 1/2 cloth 5 40
White Star, 1/4 cloth 5 30
White Star, 1/8 cloth 5 20
Worden Grocer Co.
American Eagle, 1/2 cl 5 40
Grand Rapids Grain & Milling Co. Brands
Purity, Patent 4 80
Seal of Minnesota 5 50
Wizard Flour 4 40
Wizard Graham 4 40
Wizard Gran, Meal 3 40
Wizard Buckwheat 6 00
Rye
Spring Wheat Flour
Roy Baker's Brand
Golden Horn, family 5 25
Golden Horn, bakers 5 15
Wisconsin Rye 5 25
Judson Grocer Co.'s Brand
Ceresota, 1/2 s 5 90
Ceresota, 1/4 s 6 00
Ceresota, 1/8 s 5 80
Lemon & Wheeler's Brand
Wingold, 1/2 s 5 80
Wingold, 1/4 s 5 70
Wingold, 1/8 s 5 60
Worden Grocer Co.'s Brand
Laurel, 1/2 cloth 5 60
Laurel, 1/4 cloth 5 50
Laurel, 1/8 cloth 5 40
Laurel, 1/2 s paper 5 40
Laurel, 1/4 s cloth 5 40
Voigt Milling Co.'s Brand
Voigt's Crescent 4 90
Voigt's Flourigt 4 90
Voigt's Hygienic
Graham 5 00
Voigt's Royal 5 30
Wykes & Co.
Sleepy Eye, 1/2 cloth 5 55
Sleepy Eye, 1/4 cloth 5 45
Sleepy Eye, 1/8 cloth 5 35
Sleepy Eye, 1/2 s paper 5 35
Sleepy Eye, 1/4 s paper 5 25
Sleepy Eye, 1/8 s paper 5 20
Watson-Higgins Milling Co.
Perfection Flour 4 60
Tip Top Flour 4 10
Golden Sheaf Flour 3 80
Marshall's Best Flour 5 60
Perfection Buckwheat 3 00
Tip Top Buckwheat 2 80
Badger Dairy Feed 24 00
Alfalfa Horse Feed 26 00
Kaffr Corn 1 35
Hoyle Scratch Feed 1 45
Meal
Bolted 3 20
Golden Granulated 3 40
St. Car Feed screened 24 00
No. 1 Corn and Oats 24 00
Corn, cracked 23 00
Corn Meal, coarse 23 00
Winter Wheat Bran 27 00
Buffalo Gluten Feed 30 00
Dairy Feeds
Wykes & Co.
O P Linseed Meal 36 00
O P Laxo-Cake-Meal 33 50

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Cottonseed Meal 29 00
Gluten Feed 26 00
Brewers Grains 25 00
Hammond Dairy Feed 23 50
Alfalfa Meal 26 00
Oats
Michigan carlots 38
Less than carlots 40
Corn
Carlots 57
Less than carlots 59
Hay
Carlots 21 00
Less than carlots 23 00
HERBS
Sage 15
tops 15
Laurel 15
Senna Leaves 25
HIDES AND PELTS
Hides
Green, No. 1 9
Green, No. 2 10 1/2
Cured, No. 1 10 1/2
Cured, No. 2 9 1/2
Calfskin, green, No. 1 11 1/2
Calfskin, green, No. 2 11 1/2
Calfskin, cured No. 1 14
Calfskin, cured No. 2 12 1/2
Old Wool @ 30
Lambs 15 @ 20
Shearlings 10 @ 20
Tallow
No. 1 @ 5
No. 2 @ 4
Wool
Unwashed, med. @ 18
Unwashed, fine @ 13
HORSE RADISH
per doz. 90
JELLY
1 lb. pails, per doz. 2 25
1 1/2 lb. pails, per pair 50
5 lb. pails, per pair 90
JELLY GLASSES
1/2 pt. in bbis, per doz 15
1/2 pt. in bbis, per doz 16
8 oz. capped in bbis, per doz. 20
MAPLEINE
2 oz. bottles, per doz. 3 00
MINCE MEAT
Per case 2 85
MOLASSES
New Orleans
Fancy Open Kettle 42
Choice 35
Good 22
Fair 20
Half barrels 2c extra
MUSTARD
1/2 lb. 6 lb. box 18
OLIVES
Bulk, 1 gal. kegs 10 @ 1 20
Bulk, 2 gal. kegs 95 @ 1 10
Bulk, 5 gal. kegs 90 @ 1 05
Stuffed, 5 oz. 90
Stuffed, 8 oz. 1 35
Stuffed, 14 oz. 2 25
Pitted (not stuffed)
14 oz. 2 25
Manzanilla, 8 oz. 90
Lunch, 10 oz. 1 35
Lunch, 16 oz. 2 25
Queen, Mammoth, 19 oz. 3 75
Queen, Mammoth, 28 oz. 5 25
Olive Chow, 2 doz. cs, per doz. 2 25
PICKLES
Beutel's Bottled Pickles
8 oz., per doz. 90
10 oz., per doz. 95
16 oz., per doz. 1 45
24 oz., per doz. 1 90
32 oz., per doz. 2 35
Medium
Barrels, 1,200 count 7 75
Half bbis., 600 count 4 50
5 gallon kegs 2 25
Small
Barrels 9 04
Half barrels 5 25
5 gallon kegs 1 90
Gherkins
Barrels 11 00
Half barrels 5 00
5 gallon kegs 2 75
Sweet Small
Barrels 13 50
Half barrels 7 50
5 gallon kegs 3 00
PIPES
Clay, No. 216, per box 1 75
Clay, T. D., full count 60
Cob 90
PLAYING CARDS
No. 90 Steamboat 85
No. 15, Rival, assorted 1 75
No. 20, Rover, enam'd 2 00
No. 572, Special 1 75
No. 98 Golf, satin fin 2 00
No. 908 Bicycle 2 00
No. 632 Tour'n't whist 2 25
POTASH
Babbitt's 4 00
PROVISIONS
Barred Pork
Clear Back 16 50
Short Cut 15 75
Short Cut Clear 13 00
Bean 23 00
Brisket, Clear 23 00
Pig Family 26 00
Dry Salt Meats
S P Bellies 14
Lard
Pure in tierces 9 @ 9 1/2
Compound lard 8 @ 8 1/4
80 lb. tubs 1/2 advance
60 lb. tubs 1/2 advance
50 lb. tins 1/2 advance
20 lb. pails 1/2 advance
10 lb. pails 1/2 advance

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5 lb. pails 1/2 advance
8 lb. pails 1/2 advance
Smoked Meats
Hams, 12 @. av. 15 1/2 @ 16
Hams, 14 lb. av. 14 1/2 @ 15
Hams, 16 lb. av. 15 @ 15 1/2
Hams, 18 lb. av. 14 @ 14 1/2
Skinned Hams 15 1/2 @ 16
Ham, dried beef sets 18
California Hams 9 1/2 @ 9 3/4
Boiled Hams 15
Pork 23 @ 24
Berlin Ham, pressed 9 1/2 @ 10
Minced Ham 10
Bacon 14 1/2 @ 15
Sausages
Bologna 7 1/2
Liver 7 1/2 @ 8
Frankfort 8 @ 8 1/2
Veal 11
Tongue 11
Headcheese 9
Beef
Boneless 14 00
Rump, new 14 00
Pig's Feet
1/2 bbls 95
1/4 bbls., 40 lbs. 1 90
1/2 bbls. 4 00
1 bbl. 8 00
Tripe
Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60
1/2 bbls., 80 lbs. 3 00
Casings
Hogs, per lb. 35
Piper, rounds, set 17
Beef, middles, set 65
Sheep, per bundle 80
Uncolored Butterine
Solid dairy 10 @ 12
Country Rolls 11 @ 18
Canned Meats
Corned beef, 2 lb. 3 50
Corned beef, 1 lb. 1 85
Roast beef, 2 lb. 3 50
Roast beef, 1 lb. 1 85
Potted Ham, 1/2 s 90
Potted Ham, 1/4 s 90
Deviled Ham, 1/2 s 90
Deviled Ham, 1/4 s 90
Potted tongue, 1/2 s 90
Potted tongue, 1/4 s 90
RICE
Fancy 6 @ 6 1/2
Japan Style 4 1/2 @ 5 1/2
Broken 2 1/2 @ 3 1/4
SALAD DRESSING
Columbia, 1/2 pint 2 25
Columbia, 1 pint 4 00
Durkee's, large, 1 doz. 4 50
Durkee's, small, 2 doz. 5 25
Snider's, large, 1 doz. 2 35
Snider's, small, 2 doz. 1 35
SALERATUS
Packed 50 lbs. in box.
Arm and Hammer 3 00
Wyandotte, 100 1/2 s 3 00
SAL SODA
Granulated, bbis. 80
Granulated, 100 lbs. cs. 90
Granulated, 36 pkgs. 1 20
SALT
Common Grades
100 3 lb. sacks 2 40
60 5 lb. sacks 2 25
28 10 1/2 lb. sacks 2 10
56 lb. sacks 32
28 lb. sacks 17
Warsaw
56 lb. dairy in drill bags 40
28 lb. dairy in drill bags 20
Solar Rock
56 lb. sacks 24
Common
Granulated, fine 95
Medium, fine 1 00
SALT FISH
Cod
Large whole @ 7 1/2
Small, whole @ 7
Strips or bricks 7 1/2 @ 10 1/2
Pollock @ 5
Halibut
Strips 15
Chunks 16
Holland Herring
Y. M. wh. hoop, bbis. 11 00
Y. M. wh. hoop, 1/2 bbl. 6 00
Y. M. wh. hoops, kegs 75
Y. M. wh. hoop Milchers 85
Kegs 10 60
Queen, 1/2 bbls. 5 75
Queen, kegs 65
Trout
No. 1, 100 lbs. 7 50
No. 1, 40 lbs. 3 25
No. 1, 10 lbs. 90
No. 1, 8 lbs. 75
Mackerel
Mess, 100 lbs. 16 50
Mess, 40 lbs. 7 00
Mess, 10 lbs. 1 85
Mess, 8 lbs. 1 50
No. 1, 100 lbs. 15 50
No. 1, 40 lbs. 6 60
No. 1, 10 lbs. 1 70
No. 1, 8 lbs. 1 40
Whitefish
100 lbs. 9 75
50 lbs. 5 25
10 lbs. 1 12
8 lbs. 92
100 lbs. 4 65
40 lbs. 2 10
10 lbs. 75
8 lbs. 65
SEEDS
Anise 10
Canary, Smyrna 4 1/2
Caraway 1 00
Cardamom, Malabar 1 00
Celery 16

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Hemp, Russian 4 1/2
Mixed Bird 4
Mustard, white 10
Poppy 9
Rape 6
SHOE BLACKING
Handy Box, large 3 dz 2 50
Handy Box, small 1 25
Bixby's Royal Polish 85
Miller's Crown Polish 85
SNUFF
Scotch, in bladders 37
Maccaboy, in jars 35
French Rappie in jars 43
SODA
Boxes 5 1/2
Kegs, English 4 1/2
SPICES
Whole Spices
Allspice, Jamaica 13
Allspice, large Garden 11
Cloves, Zanzibar 20
Cassia, Canton 14
Cassia, 5c pkg. doz. 25
Ginger, African 9 1/2
Ginger, Cochin 14 1/2
Mace, Penang 70
Mixed, No. 1 16 1/2
Mixed, No. 2 10
Mixed, 5c pkgs. doz. 45
Nutmegs, 75-30 30
Nutmegs, 105-110 20
Pepper, Black 14
Pepper, White 25
Pepper, Cayenne 22
Paprika, Hungarian
Pure Ground in Bulk
Allspice, Jamaica 12
Cloves, Zanzibar 23
Cassia, Canton 12
Ginger, African 12
Mace, Penang 15
Nutmegs 75 30 25
Pepper, Black 11 1/2
Pepper, White 18
Pepper, Cayenne 16
Paprika, Hungarian 45
STARCH
Kingsford, 40 lbs. 7 1/2
Muzzy, 20 lb. pkgs. 5 1/2
Muzzy, 40 lb. pkgs. 5
Silver Gloss, 40 lbs. 7 1/2
Silver Gloss, 16 3lbs. 6 1/2
Silver Gloss, 12 6lbs. 8 1/2
Muzzy
48 lb. packages 5
16 5lb. packages 4 1/2
12 6lb. packages 6
50lb. boxes 2 1/2
SYRUPS
Corn
Barrels 23
Half barrels 27
20lb. cans 1/2 dz. in cs. 1 55
10lb. cans, 1/2 dz. in cs. 1 60
5lb. cans 2 doz. in cs. 1 50
2 1/2 lb. cans 2 dz. in cs. 1 65
Pure Cane
Fair 16
Good 20
Choice 25
Michigan Maple Syrup Co. Brand
Kalkaska, per doz. 2 25
TABLE SAUCES
Halford, large 3 75
Halford, small 2 25
TEA
Japan
Sundried, medium 24 @ 26
Sundried, choice 30 @ 33
Sundried, fancy 36 @ 40
Regular, medium 24 @ 26
Regular, Choice 30 @ 33
Regular, fancy 36 @ 40
Basket-fired medium 30
Basket-fired choice 35 @ 37
Basket-fired, fancy 40 @ 38
Nibs 28 @ 32
Siftings 10 @ 12
Fannings 14 @ 15
Gunpowder
Moyune, medium 28
Moyune, choice 32
Moyune, fancy 40 @ 45
Pingsuey, medium 25 @ 28
Pingsuey, choice 30
Pingsuey, fancy 40 @ 45
Young Hyson
Choice 30
Fancy 40 @ 50
Oolong
Formosa, fancy 45 @ 60
Formosa, medium 45 @ 60
Formosa, choice 32
English Breakfast
Medium 30
Choice 30 @ 35
Fancy 40 @ 60
India
Ceylon, choice 30 @ 35
Fancy 45 @ 55
TOBACCO
Fine Cut
Blot 1 45
Hiawatha, 16 oz. 60
Hiawatha, 1 oz. 56
No Limit, 7 oz. 1 65
No Limit, 14 oz. 3 15
Ojibwa, 16 oz. 40
Ojibwa, 5c pkg. 1 85
Ojibwa, 5c 47
Petoskey Chief, 7 oz. 1 85
Petoskey Chief, 14 oz. 3 70
Sterling Dark, 5c 5 76
Sweet Cuba, 5c 5 60
Sweet Cuba, 10c 11 10
Sweet Cuba, 1 lb. 5 00
Sweet Cuba, 16 oz. 4 20
Sweet Cuba, 1/2 lb. 2 10
Sweet Burley, 5c 5 76

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Sweet Mist, 1/2 gr. 5 70
Sweet Burley, 24 lb. cs 4 90
Tiger, 1/2 gross 6 00
Tiger, 5c tins 5 50
Uncle Daniel, 1 lb. 60
Uncle Daniel, 1 oz. 5 22
Plug
Am. Navy, 15 oz. 28
Drummond, Nat Leaf, 2 & 5 lb. 60
Drummond Nat. Leaf per doz. 95
Battle Ax 34
Bracer 37
Big Four 31
Boot Jack 86
Bullion, 16 oz. 46
Climax Golden Twins 48
Days Work 37
Derby 28
5 Bros. 63
Gilt Edge 50
Gold Rope, 7 to lb. 58
Gold Rope, 14 to lb. 58
G. O. P. 36
Granger Twist 46
G. T. W. 37
Horse Shoe 43
Honey Dip Twist 45
Jolly Tar 40
J. T., 8 oz. 35
Keystone Twist 46
Kismet 48
Nobby Spun Roll 58
Parrot 28
Peachey 40
Picnic Twist 45
Piper Heidsieck 69
Red Lion 30
Red Lion 30
Sherry Cobber, 10 oz. 26
Spear Head, 12 oz. 44
Spear Head, 14 1/2 oz. 44
Spear Head 7 oz. 4
Square Deal 26
Star 43
Standard Navy 34
Ten Penny 31
Town Talk 14 oz. 30
Yankee Girl 32
Smoking
Sweet Core 34
Flat Car 32
Warpath 26
Gloss
bamboo, 16 oz. 25
I X L, 6lb. 27
I X L, 16 oz. pails 31
Honey Dew 40
Gold Block 40
Flagman 40
Chips 23
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
Cream 38
Corn Cake, 2 1/2 oz. 26
Corn Cake, 1lb. 21
Flow Boy, 1 1/2 oz. 39
Flow Boy, 3 1/2 oz. 39
Peerless, 1 1/2 oz. 35
Peerless, 1 1/2 oz. 35
Air Brake 30
Cant Hook 30
Country Club 32-34
Forex-XXXX 30
Good Indian 26
Self Binder, 16oz. box. 30-32
Silver Foam 34
Sweet Marie 32
Royal Smoke 43
TWINE
Cotton, 3 ply 25
Cotton, 4 ply 25
Jute, 2 ply 14
Hemp, 6 ply 13
Flax, medium 24
Wool, 1 lb. bales 8
VINEGAR
Highland apple cider 22
Oakland apple cider 17
Robertson's Compound 13 1/2
Robinson's Cider 16
State Seal sugar 13
40 grain pure white 10
Barrels free.
WICKING
No. 0 per gross 30
No. 1 per gross 40
No. 2 per gross 50
No. 3 per gross 75
WOODENWARE
Baskets
Bushels, wide band 1 00
Bushels, wide band 1 15
Market 40
Splint, large 3 50
Splint, medium 3 00
Splint, small 2 75
Willow, Clothes, large 8 25
Willow, Clothes, small 6 25
Willow, Clothes, me'm 7 25
Butter Plates
1/4 lb., 250 in crate 30
1/2 lb., 250 in crate 30
1 lb., 250 in crate 30
2 lb., 250 in crate 35
3 lb., 250 in crate 40
5 lb., 250 in crate 50
Churns
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55
Clothes Pins
Round Head.
4 inch, 5 gross 45
4 1/2 inch, 5 gross 50
Cartons, 20 2 1/2 doz. bxs. 55
Egg Crates and Fillers
Humpty Dumpty, 12 dz. 20

# Special Price Current

- 12**
- No. 1 complete ..... 40
  - No. 2 complete ..... 28
  - Case No. 2 fillers, 15 sets ..... 1 35
  - Case, medium, 12 sets 1 15
  - Faucets**
  - Cork, lined, 8 in. .... 70
  - Cork, lined, 9 in. .... 80
  - Cork lined, 10 in. .... 90
  - Mop Sticks**
  - Trojan spring ..... 90
  - Eclipse patent spring 85
  - No. 1 common ..... 80
  - No. 2 pat. brush holder 85
  - Ideal No. 7 ..... 85
  - 12lb. cotton mop heads 1 45
  - Pails**
  - 2-hoop Standard ..... 2 00
  - 3-hoop Standard ..... 2 35
  - 2-wire Cable ..... 2 10
  - Cedar all red brass ... 1 25
  - 3-wire Cable ..... 2 30
  - Paper Eureka ..... 2 25
  - Fibre ..... 2 70
  - Toothpicks**
  - Birch, 100 packages .. 2 00
  - Ideal ..... 85
  - Traps**
  - Mouse, wood, 2 holes 22
  - Mouse, wood, 4 holes 45
  - Mouse, wood, 6 holes 70
  - Mouse, tin, 5 holes .... 65
  - Rat, wood ..... 80
  - Rat, spring ..... 75
  - Tubs**
  - 20-in. Standard, No. 1 7 50
  - 18-in. Standard, No. 2 6 50
  - 16-in. Standard, No. 3 5 50
  - 20-in. Cable, No. 1 ..... 8 00
  - 18-in. Cable, No. 2 ..... 7 00
  - 16-in. Cable, No. 3 ..... 6 00
  - No. 1 Fibre ..... 10 25
  - No. 2 Fibre ..... 9 25
  - No. 3, Fibre ..... 8 25

- Washboards**
- Bronze Globe ..... 2 50
- Dewey ..... 1 75
- Double Acme ..... 3 75
- Single Acme ..... 3 15
- Double Peerless ..... 3 75
- Single Peerless ..... 3 25
- Northern Queen ..... 3 25
- Double Duplex ..... 3 00
- Good Luck ..... 2 75
- Universal ..... 3 00

- Window Cleaners**
- 12 in. .... 1 65
- 14 in. .... 1 85
- 16 in. .... 2 30

- Wood Bowls**
- 13 in. Butter ..... 1 60
- 15 in. Butter ..... 2 25
- 17 in. Butter ..... 4 15
- 19 in. Butter ..... 6 10
- Assorted, 13-15-17 ..... 3 00
- Assorted, 15-17-19 ..... 4 25

- WRAPPING PAPER**
- Common Straw ..... 2
- Fibre Manila, white ..... 3
- Fibre, Manila, colored 4
- No. 1 Manila ..... 4
- Cream Manila ..... 3
- Butchers' Manila ..... 2 3/4
- Wax Butter, short cut 13
- Wax Butter, full count 20
- Wax Butter, rolls ..... 19

- YEAST CAKE**
- Magic, 3 doz. .... 1 15
- Sunlight, 3 doz. .... 1 00
- Sunlight, 1 1/2 doz. .... 50
- Yeast Foam, 3 doz. .... 1 15
- Yeast Cream, 3 doz. .... 1 00
- Yeast Foam, 1 1/2 doz. .... 58

- AXLE GREASE**
- Mica, tin boxes ..... 75 9 00
- Paragon ..... 55 6 00

- BAKING POWDER**
- Royal
- 10c size ..... 90
- 1/4 lb. cans 1 35
- 6oz. cans 1 90
- 1/2 lb. cans 2 50
- 3/4 lb. cans 3 75
- 1 lb. cans 4 80
- 3 lb. cans 13 00
- 5 lb. cans 21 50

- 13**
- CIGARS**
- Johnson Cigar Co.'s Brand
- 
- S. C. W., 1,000 lots ... 31
  - El Portana ..... 33
  - Evening Press ..... 32
  - Exemplar ..... 32
  - Worden Grocer Co. Brand
  - Ben Hur
  - Perfection ..... 35
  - Perfection Extras ..... 35
  - Londres ..... 35
  - Londres Grand ..... 35
  - Standard ..... 35
  - Puritanos ..... 35
  - Panatellas, Finas ..... 35
  - Panatellas, Bock ..... 35
  - Jockey Club ..... 35
- COCOANUT**
- Baker's Brazil Shredded



- 10 5c pkgs., per case 2 60
- 36 10c pkgs., per case 2 60
- 16 10c and 38 5c pkgs., per case ..... 2 60

- COFFEE**
- Roasted
- Dwinell-Wright Co.'s B'ds

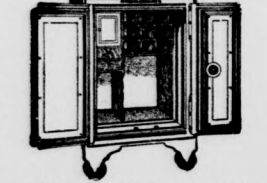


- White House, 1lb. ....
  - White House, 2lb. ....
  - Excelsior, Blend, 1lb. ....
  - Excelsior, Blend, 2lb. ....
  - Tip Top, Blend, 1lb. ....
  - Royal Blend ..... 25
  - Royal High Grade ..... 25
  - Superior Blend ..... 25
  - Boston Combination ..... 25
- Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.



- Small size, doz. .... 40
- Large size, doz. .... 75

**SAFES**




Full line of fire and burglar proof safes kept in

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stock by the Tradesman Company, Thirty-five sizes and styles on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

**SOAP**

- Beaver Soap Co.'s Brand
- 
- 100 cakes, large size ... 6 50
  - 50 cakes, large size ... 3 25
  - 100 cakes, small size ... 3 35
  - 50 cakes, small size ... 1 95
- Gowans & Sons Brand.



- Single boxes ..... 3 20
- Five box lots ..... 3 15
- Ten box lots ..... 3 10
- Twenty-five box lots ... 3 00
- J. S. Kirk & Co.
- American Family ..... 4 00
- Dusky Diamond 50 8 oz 2 80
- Dusky D'nd 100 6 oz 3 80
- Jap Rose, 50 bars ..... 3 60
- Savon Imperial ..... 3 00
- White Russian ..... 3 60
- Dome, oval bars ..... 3 00
- Satinet, oval ..... 2 70
- Snowberry, 100 cakes 4 00

- Lautz Bros. & Co.
- Acme, 30 bars, 75 lbs. 4 00
- Acme, 25 bars, 75 lbs. 4 00
- Acme, 25 bars, 70 lbs. 3 80
- Acme, 100 cakes ..... 3 25
- Big Master, 72 blocks 2 85
- German Mottled ..... 3 50
- German Mottled, 5 oxs 3 45
- German Mottled, 10 bx 3 40
- German Mottled, 25 bx 3 35
- Marseilles, 100 cakes ... 6 00
- Marseilles, 100 cks 5c 4 00
- Marseilles, 100 ck toll 4 00
- Marseilles, 1/2 bx toilet 2 10



- Atlas soap ..... 3 25
- Proctor & Gamble Co.
- Lenox ..... 3 25
- Ivory, 6 oz. .... 4 00
- Ivory, 10 oz. .... 6 75
- Star ..... 3 85



- Black Hawk, one box 2 50
- Black Hawk, five bxs 2 40
- Black Hawk, ten bxs 2 25
- A. B. Wrisley
- Good Cheer ..... 4 00
- Old Country ..... 3 40

- Soap Powders**
- Snow Boy, 24s family size ..... 3 75
- Snow Boy, 60 5c ..... 2 40
- Snow Boy, 30 10c ..... 2 40
- Gold Dust, 24 large ..... 4 50
- Gold Dust, 100-5c ..... 4 00
- Kirkoline, 24 4lb. .... 3 80
- Pearline ..... 3 75
- Soapine ..... 4 10
- Babbitt's 1776 ..... 3 75
- Roseine ..... 3 50
- Armour's ..... 3 70
- Wisdom ..... 3 80

- Soap Compounds**
- Johnson's Fine ..... 5 10
- Johnson's XXX ..... 4 25
- Nine O'clock ..... 3 30
- Rub-No-More ..... 3 85

- Scouring**
- Enoch Morgan's Sons
- Sapolio, gross lots ... 9 00
- Sapolio, half gro. lots 4 50
- Sapolio, single boxes 2 25
- Sapolio, hand ..... 2 25
- Scourine Manufacturing Co
- Scourine, 50 cakes .... 1 80
- Scourine, 100 cakes ... 3 50

# Fans For Warm Weather



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

|      |   |   |   |        |
|------|---|---|---|--------|
| 100  | - | - | - | \$3 00 |
| 200  | - | - | - | 4 50   |
| 300  | - | - | - | 5 75   |
| 400  | - | - | - | 7 00   |
| 500  | - | - | - | 8 00   |
| 1000 | - | - | - | 15 00  |

We can fill your order on five hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

## Tradesman Company

Grand Rapids, Mich.



# BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

## BUSINESS CHANCES.

For Sale—Counters, show cases and drawers, very cheap. P. Stekette & Sons. 504

Only bakery, confectionery in fast growing town; 12,000. Modern machinery, good retail trade. Can't miss it here. Reason for selling, poor health. Write E. DeMuth, Gadsden, Ala. 503

Merchants! Why not clean up your dress goods shelves, those goods that have been unsalable for sometime. Write Canton Skirt Mfg. Co., Canton, Ohio, they will tell you how. 502

For Sale—A stock of bazaar goods, most 5, 10 and 25c staple goods, bright clean stock. Wish to use room for other goods. Amount from \$1,000 to \$1,200. Will make good proposition to party buying. Geo. H. Chapman, St. Johns, Mich. 501

Wanted—Location as physician or position as registered pharmacist. Address No. 497, care Michigan Tradesman. 497

Our 13 yellow reasons digested in 13 minutes saves 1300% on Florida land investment. Just opened 500 ac. richest muck in Sanford celery delta at \$50. Flowing wells, irrigation, proven district, rail and water transportation. Title Bond & Guarantee Co., Sanford, Fla. 496

For Sale—Best grocery, Montcalm county, largest potato market in Michigan. Best class of customers in city. Satisfactory reasons selling. Lock Box 141, Greenville, Mich. 495

For Sale—Meat market business, bazaar business, small grocery, confectionery. All good businesses. Globe Realty Co., Ludington, Mich. 494

Merchants—If you want spot cash for your stock address R. W. Johnson, 616 Third St., Peoria, Ill. 493

For Sale—Private bank, splendid chance for anyone wishing to start banking in a growing mining town in the Upper Peninsula, Michigan. Prospects very good for the near future. Banker selling out on account of poor health. Address J. G., care Tradesman. 492

For Sale—General merchandise business, stock and fixtures; will invoice about \$4,000, building \$2,000; one store; railroad town. For bargain address J. W. Emerson, Burchinal, Iowa. 490

To Exchange—For merchandise and store room, 300-acre farm, 50 miles east of Des Moines, all level corn land. Write for full description; can use up to \$25,000 stock and building. Address C. W. Terrell, Clapp Blk., Des Moines, Iowa. 489

For Sale—First-class stock dry goods, notions, furnishings, shoes, etc. Enjoying good cash business. Expenses very light. Snap for some one if taken by July 20. Going west. Address Lock Box 28, North Adams, Mich. 488

For Sale—18 syrup wall soda fountain, 2 steel 10 gallon tanks, charging apparatus, rocker, 5 self-acting counter stools. Will sell separately or in lump. E. E. Calkins, Ann Arbor, Mich. 486

33 1/2 Increase in Business is the record of one of our customers in 12 months. We have the only really live premium proposition for retail merchants. Suitable for any business. A card will bring particulars. The Smith Publicity Co., Dept. D, Warsaw, Ind. 485

Good Bakery—A snap, \$500. W. H. McRae, Perrinton, Mich. 484

North Dakota and Montana Lands. For information about Great Golden Valley, where there has never been crop failure, and Eastern Montana, write Richards & Roddle, Beach, N. D. 483

For Sale Or Exchange—Stock of goods and fixtures, inventorying \$6,000, in hustling city of 10,000 population. Address No. 478, care Tradesman. 478

Wanted—A contract to take charge of good mill, 50,000 or up in capacity, logging included and manufacture and ship by order of owner at so much per thousand, board measure. Would consider leasing mill, pay for timber as cut. Can furnish good references as to ability. Address L. Sparkman, Lester, Ark. 477

For Sale—Good clean stock of general merchandise in hustling town of 900. Good farming country. Biggest store and biggest trade in south half of county, stock of about \$10,000. Can be reduced to desired amount. Good reason for selling. Address Cook Bros. & Co., Wolverine, Michigan. 475

For Sale—Drugs and fixtures and soda fountain, in storage. Will sell cheap for cash. W. C. P., care Tradesman. 163

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

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 or rent. Store building in Manton, Michigan, fitted up and used for general merchandise stock. Country settling up fast. Address Good, care Tradesman. 428

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

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

Safes Opened—W. L. Slocum, safe expert and locksmith. 62 Ottawa street, Grand Rapids, Mich. 104

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

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. 924

I pay cash for stocks or part stocks of merchandise. Must be cheap. H. Kaufer, Milwaukee, Wis. 92

## HELP WANTED.

Wanted—Clerk for general store. Must be sober and industrious and have some previous experience. References required. Address Store, care Tradesman. 242

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 North-western 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

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, July 3—The intense heat has had the effect of closing everything that can be closed in the business districts and everybody and everything are simply wilted. Loads of produce arriving seem to have passed through a fire, and the odor of decay is too frequently "to be seen." Every person who can get away to shore or mountain has bought his ticket and we will have a lifeless week.

Coffee quotations show some further advance, and there is no apparent reason why the upward movement should not continue right along. Buyers are taking hold more freely, as they seem at last to realize that "coffee is coffee." In store and afloat there are 2,246,963 bags, against 2,248,643 bags at the same time a year ago. The receipts of coffee at Rio and Santos from July 1, 1910, to June 30, 1911, amount to 10,548,000 bags, against 14,944,000 bags at the same time last year and 12,419,000 bags two years ago. In an invoice way Rio No. 7 is firmly held at 13¼@13 5-16c. Milds are firm and slightly higher. Good Cucuta, 13¾@14½c.

Teas are firmly sustained and holders look for more and more advance as the year grows old. Everything favors the seller, and the buyer will do well to do as the purchaser of coffee is doing—sit up and take notice.

Sugar is moving at a great rate and for one of the few times within a year the market can be said to be enjoying something of a boom. For granulated the general quotation is 5c, and at this the market is very strong.

Until new crop rice arrives there will be little, if any, change from the present condition. Sales are of the smallest possible lots and prices show no change. Prime to choice domestic, 4¼@5c.

Spices are firm. The demand is good—for the season. Supplies are moderate and the outlook is in favor of the seller. Cloves show a little advance and Zanzibar are quoted at 14½c.

Molasses is absolutely lifeless and quotations are without change. This is also true of syrups.

The hot weather seems to be playing hob with the growing fruits and vegetables, and especially is the early pea crop threatened. Indeed, it is thought that the pack in the West will be only one-third. There is more hope for late varieties. Future tomatoes, 75½c f. o. b. Maryland; Spots are held at 87½@90c. The general market for canned goods is firm and the situation apparently is decidedly in favor of the seller—much depending on the weather of the next ten days.

Butter has gone up another peg and apparently this will continue if the blazing weather remains for a very few days. Top grades are especially well sustained. Creamery specials, 25c; extras, 24c; process, 20@

20½c; factory, 18½c for best packing, 16½@17½c.

New whole milk cheese, 12c. The market is steady. Old stock fancy, 13@13¾c.

Eggs are firm and slightly advanced. Western, 18@20c, with perhaps some fancy stock, 22c; firsts, 15@16c. A large portion of the arrivals must be more or less affected by the heat.

## Longest Lease Ever Made in Grand Rapids.

Meyer S. May, of the Giant Clothing Co., who a few months ago purchased the 40 foot frontage on Canal street, at the corner of Lyon, has made a ground lease of the adjacent 20 feet on the south for a period of 102 years. This gives him by ownership and lease 60 feet, which is the frontage now occupied by the Giant. The lease is executed by Geo. M. Edison, who owns the property, and by its terms the rental is fixed on a sliding scale for thirty-eight years, and then what the rent shall be is to be determined by agreement or arbitration. The average rental for the thirty-eight years is something over \$24,000, or 6 per cent. net on about \$60,000.

This is believed to be the only lease of the kind in the city. The Old National Bank held a ninety-nine year lease of its quarters, but the lease was terminated by acquiring the property itself, under mortgage foreclosure. The Grand Rapids Railway Company gave a lease for ninety-nine years to the old Lakeside Club at the lake, and this lease still exists, but the Club went broke long ago and the company holds most of the mortgage bonds and can take over the property at any time. With these two exceptions, so far as known, there are no other ninety-nine year leases in town, and even these two can hardly be considered in the same class with the May lease. In Chicago, New York and other large cities such leases are not at all uncommon, and that one has been made here may be accepted as proof that Grand Rapids is attaining size and big city ways. With ninety-nine years, or, in the May case, 102 years, in prospect, the lessee is entirely warranted in going ahead with permanent improvements, and this is what is done in the large cities. Under such circumstances the cost is divided by the number of years, and each year so much is charged off, or placed to rent account. For instance, should Mr. May expend \$100,000 on his leased ground, he would charge off approximately \$1,000 a year, and this with the ground rent would make an average of \$3,400 a year that he would be paying. With a short lease this would be impossible because the depreciation would be too great.

Now that the first long lease has been executed it is possible others will be made of Canal and Monroe street properties, and this will open the way to permanent improvements which under individual ownership do not materialize. Such leases ought to be attractive to owners who want to insure their posterity a cozy income for a century and then a re-

version that ought to be tolerably rich if the city keeps on growing. Even although posterity becomes numerous, there will be the annual income to divide, and then there will be the certainty that for a century at least mutual interest will keep the family together.

An interesting question in connection with this lease is as to what Grand Rapids will be when it expires in the year 2013, and what will be the condition of living at that time. This city used to double in population every ten years. If the growth kept this pace Grand Rapids would be a town of 114,048,000 population a hundred years hence, and the boundaries would probably be Lake Michigan on one side and somewhere near Lansing on the other. In recent years, however, it has taken twenty years for the population to double, and at that rate the population would be 3,564,000, which is a tolerably good sized town in these days, although a century hence it may be in the village class. At thirty years to double Grand Rapids in 2013 will have approximately 1,000,000 population, and in its boundaries would probably be embraced by Grandville and Jenison, Walker station, Plainfield and Cascade. As to the conditions of living—there is a vast field for imagination and each reader can cast his own horoscope and in his own way. Gas, electricity, steam, horses and automobiles may all be in the discard and even the flying machine may be passe. The last century brought wonderful changes and if the next century is as productive of improvement it will take a prophet indeed to tell how the people will be living.

## Bay City Fruit Dealers Must Use Screens.

Bay City, July 4—Only half of the hucksters in the city have provided their wagons with screens in compliance with an order issued last week by Health Officer Goodwin. Accompanied by Sanitary Officer Hatch, Dr. Goodwin made the rounds of the hucksters again yesterday, picking out those who have not seen fit to obey the latest health edict and threatening criminal prosecution if they do not comply immediately.

To several hucksters who were inclined to treat the order lightly the health officer lectured on the danger accompanying the contamination of fruits and vegetables by germ-carrying flies.

"Every one of you must provide a wire screen to protect your fruits and vegetables against the flies," he told them. "Potatoes, melons, squash, apples and such articles which need to be peeled before eaten may be covered with canvas, but berries, radishes, celery, green onions and such like must be protected by a tight wire screen. Ordinary mosquito netting will not do.

In support of his order that fruits and perishable vegetables be covered with screens, Dr. Goodwin explained that in many households berries, radishes, green onions and such onions and such articles are often carelessly washed before placed on the table. With potatoes it is different, because

in most cases the tubers are pared before being prepared for consumption.

Dr. Goodwin declared last night that he was determined to prosecute hucksters who did not meet his latest requirement.

Incidentally, this order applies also to grocers who display fruits and perishable garden truck on stands in the streets. The danger from contamination by flies is as great there as on the huckster's wagon and the health officer proposes to see that every grocer in the city who keeps any of his stock outside provides for screens.

The health officer believes that berry boxes should not be used more than once. At the city market Tuesday morning, he observed that a number of farmers sold strawberries in boxes which, judging by their appearance, had been used time and again. He spoke to several and they said they could not afford to discard a box after using it only once.

"Nothing is more injurious," the doctor told them in reply. He added that several grocers had complained to him regarding the condition of boxes containing berries which were delivered to their stores, and said they agreed that after being used once, the boxes were unfit for further use.

All of the downtown restaurants were inspected yesterday from cellar to garret and found in what the doctor said was A-1 condition. He found the proprietors took pride in maintaining their places in a clean, sanitary manner and commended them for it.

## Wants Ice Machine.

An American consul on an island in the Pacific Ocean reports that a resident of his district intends to purchase a small ice plant to install in that region. He also wishes to become the agent for the company whose machine he selects, as he thinks the possibilities for selling small inexpensive plants to the owners of schooners engaged in local trade and the planters and merchants of the islands unusually good. He will arrive in the United States about the middle of June, and will be glad to receive catalogues with letters containing prices and agency terms, or have representatives call upon him to make arrangements for handling this proposition. Interested firms should arrange to take up this matter on his arrival, as he will leave for home about June 29. Details may be learned by writing to the Bureau of Manufacturers, Washington, D. C., and referring to No. 6857.

## A Dear Place.

Batchman — Who was it said, "Home is the dearest place on earth?"

Phamlee—Some married man who had just received his coal and grocery bills, no doubt.

## The Real Sorrow.

"Did your operation cost you much pain?"

"Yes, but I didn't mind that so much as the dollars it cost."

## Quite True.

"There are so many things one must learn by experience."

"Well, we can't learn everything by mail."

# 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.



# Mistake Insurance

Under the **AMERICAN** plan pays you the premiums plus the par value of the capital involved.

Mr. Merchant, this is indited to YOU:

An over-worked body and a weary brain make errors natural. You can remember just so much, and you can achieve only a given amount in results.

The American Account Register and System for Merchants is based on minimizing errors, adjusting credits, insuring settlements, and safeguarding yourself and your clerks against mistakes.

This is a system that is so nearly automatic it requires only the most casual observation on your part to make it save you time, money, worry, book-keeping and arbitration. It is simplified accounting with only

### ONE WRITING

and every hour of every day you have the complete condition of every feature of your business at your finger-tips. In case of fire, you have the entire story of your enterprise in documentary form to hand to the adjuster.

We're simply asking you to inquire about this system, because investigation costs you nothing—and it is worth while. Won't you sign the attached blank and mail it to us? You promise nothing, are held to nothing, but we know that you are interested and shall be pleased to send all the facts for your consideration. Address:

The American Case & Register Co.  
Salem, Ohio

The American Case & Register Company, Salem, Ohio.

Dear Sirs:—Without cost to me, or obligation on my part, send me full particulars of your Account Register and System for merchants.

Name ..... Address .....



WORDS OF  
The Wise Merchants

deals," is the *only* genuine, the original

"Won its FAVOR  
through its FLAVOR"

# Kellogg's

# Building Business for Keeps

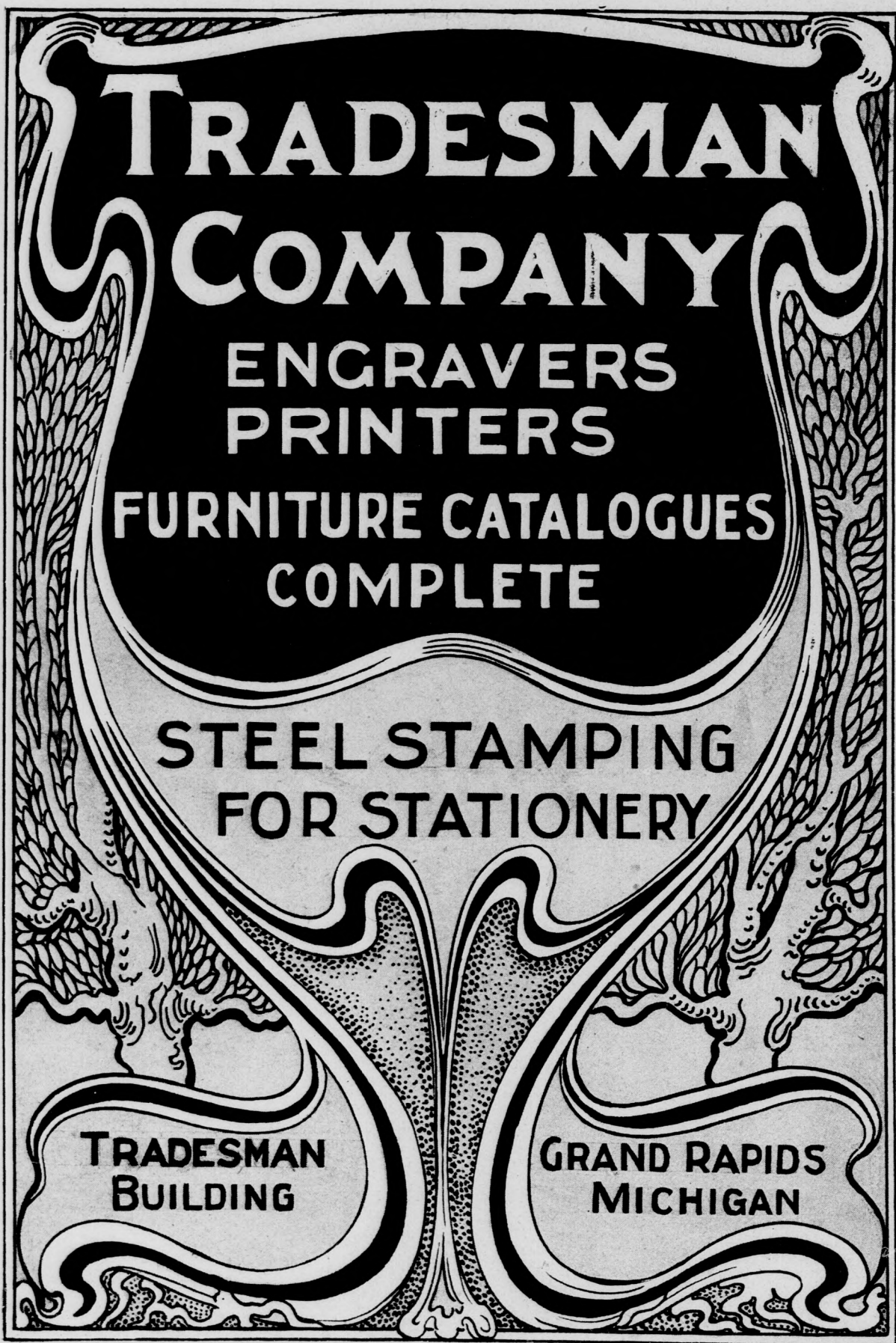
E. ST. ELMO LEWIS

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





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