

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.

BUTLER BROTHERS

Exclusive Wholesalers of General Merchandise

NEW YORK

CHICAGO

ST. LOUIS

MINNEAPOLIS

DALLAS

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

Experience has taught thousands that there is no economy in cheap, inferior Y E A S T. Use FLEISCHMANN'S — it is the best—hence the cheapest.

Klingman's Sample Furniture Co.

The Largest Exclusive Retailers of Furniture in America

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

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

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

The Peril in "Free Deals"

Lieut.-Gov. C. E. COON
Of Washington

(In his annual address as President of the Washington State Retail Grocers' Association)

"Do you realize what a 'free deal' means? You get one case free in ten, we will say. To do this you invest in merchandise beyond your present needs and tie up capital which you could use to better profit in legitimate merchandising When you venture into 'free deals' you restrict your merchandising capacity by just the amount you thus tie up. Buy as you need and eschew all allurements to the 'free deal.' Retail grocers are distributors; not speculators. Speculative purchases are common enough—too common I believe—but I assert with confidence that they are not profitable one-half the time."

The *only* flaked food sold in America, at the same price all the time—never on a "deal" basis—but to big and little grocers alike—in any and all quantities—is the original



WORDS OF
The Wise Merchants

Kellogg's



SNOWBOY
Won't hurt
your hands

SNOWBOY
Weights more

SNOWBOY
Good profits

SNOWBOY
Washing powder

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

How much SNOW BOY have you in stock?

Lutz Bros. & Co.

Quick Profits

Buffalo, N. Y.

MICHIGAN TRADESMAN

Twenty-Eighth Year

GRAND RAPIDS, WEDNESDAY, JULY 19, 1911

Number 1452

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BOOST FOR RURAL CARRIERS.

Once more the parcels post topic bobs to the surface, and this time through the increase in the salary of the rural carriers. Congress provided during the last session for the disbursement of \$4,000,000 during the present fiscal year, leaving the method of its distribution in the hands of the Postmaster General, who has determined to increase the salary of the rural carriers \$100 each.

"Now that the men are to receive such a generous increase in pay," he said, "I feel that Congress should lose no time in authorizing the carrying of parcels on rural routes. A parcel post system can be conducted without any extra expense to the Government other than the \$4,000,000 salary increase, which in my judgement would be more than offset by the parcels post revenue."

The rural delivery system was started fifteen years ago with eighty-three carriers, who were paid only \$200 a year. The salary has increased faster than the work and to-day they receive \$1,000 annually on the full twenty-five mile route, with all the possible holidays in the year except Christmas, Uncle Sam either making this an exception because he does not wish to defraud any one of a Christmas present that is strictly on time or because the work is at best so great during the holiday rush that to put two day's work into one—the inevitable result if Christmas was taken—would be too burdensome.

There are over forty thousand carriers now, and the way others scramble for a vacancy looks as if the pay was not so bad, even before the last increase. So long as there are a half dozen who have passed the civil service examination and are just waiting for some one to die or quit the business and give them a chance, hovering about each rural route, it looks as if the generosity might have been as well placed elsewhere. Government employes should be paid for every bit they do, but with so many

competent people anxious to take the jobs at the old rates, there is no reason why the salary should be increased. There is no doubt room and need for economy in the Postoffice Department, but just now it would seem that the dilemma is being tethered by the wrong horn.

SHADED STREETS.

"I'm always glad to get back to ———," announced a promising attorney on arrival at his old college town for commencement. "It is a restful change from the hot city. Walking along your shaded streets is like walking through a beautiful park."

The compliment is one which may be easily realized by any city, and the magnificent trees of which many now boast are within the reach of all cities, if property owners would take enough interest along this line. Walk along any of these shaded streets on a sweltering day and the cool, shaded porches declare that planting trees pays.

Now one of these cities is in a bit of trouble through the discord between her shade trees and another interest that was supposed by the City Council to be one of reform, the widening of the street pavement. One property owner along the proposed line makes a most earnest plea for the four beautiful maples bordering his lot, the value of which he places at \$500. There are also some magnificent elms, the fate of which is just now in the balance.

The life of a tree is not a thing to be considered lightly. Some of these trees can not be replaced in the lifetime of those now laboring for their preservation. Lovers of the beautiful will say, Let the street paving go and spare the trees, whatever may be the decision of the practical engineer.

The incident brings forcibly the lesson of the importance of leaving room for trees in the making of the town or city. We can not all aid in the vast work of forest preservation, but every lot owner can at least plant a tree and aid in contributing to the beauty and comfort of his home town. He can also voice his sentiment in the protection of trees which have stood for centuries and should be allowed to stand for centuries yet to come.

ORANGES AND LEMONS.

There seems a bit of inconsistency as well as injustice in the attitude of the newspapers which one day give a half column of space to the benefits from eating oranges and lemons, as recommended by Dr. Wiley, Chief of the Bureau of Chemistry in the United States Department of Agriculture, and the next day they

deride the Doctor editorially for serving in the two-fold capacity of public doctor and boomer of an orange growers' industry.

Dr. Wiley has emphasized what a number of people had already found out in a small way: That the orange has medicinal properties, as have the apple, the blackberry and, in fact, almost all kinds of fruit. He says. "Eat oranges; eat them in winter, eat them in summer; eat as many as you can afford to buy; they are better for you than physic." He further calls attention to the plural number. Now individuals differ, and with some a single orange is equivalent to the physician's laxative. Certain it is that in many instances the use of drugs of this nature may be entirely eliminated by the use of this fruit. And when Dr. Wiley urges people to "eat oranges for breakfast and also for dinner—not from a medical, but an anti-medical standpoint" those who are wise will at least test the prescription before deriding it. Personally, we know that it has proved all that he claims for it in certain cases;—and what drug does equally well for all patients! It is a safe and sane article of food with pronounced medical qualities, and as such deserves pushing to the front.

As for the lemon, the juice if only slightly sweetened quenches thirst most effectively, reduces the danger resultant from drinking strange water and greatly lessens malarial tendencies. In hot weather especially it is economy to use lemons freely, both as a matter of comfort and of health.

THE WHOLESOME MELON.

To many the adjective and noun seem incompatible. Yet if used rather than abused there is no more wholesome dessert. The funny man has had his say quite long enough, and it is high time that the melon came to its own.

Of course one may eat an inordinate quantity of melon and then become sick. They may become a glutton with any class of food. The melon, however, is an easy subject with which to err in this direction. There seems to be so little substance, and the taste is so tempting. But it is only for those who are strong enough to cast aside temptations that I am talking; those who know when they have had enough and prefer to let the remainder of the melon spoil rather than to eat too much in trying to save it all.

Those who like the taste of either watermelon or cantaloupes will seldom find any evil after-effects if a little salt is eaten with the fruit. Not only is it rendered more digestible, but those who have become accustomed to eating it in this way

will find something sadly lacking if for any reason the salt is omitted.

Cantaloupes served with cream and sugar are a more wholesome dessert than pastry, and it is certainly a saving of labor to the housewife to avail herself of all plans that will curtail the hardships of baking. Eaten in moderation, the melon habit grows, as does that of eating olives or celery. You may press the sales with no fears that you are laying a foundation for a cholera epidemic. The great watermelon, so sweet and luscious, may lure some one to err unless he invites a goodly sized party to his feast; but the fault is with the individual and not with the goods.

HELP YOURSELF.

The Trade Register calls the attention of the Tradesman to the fact that an article on the gooseberry, which appeared in our issue of July 5, was original with that publication and should have been so credited. The Tradesman very cheerfully accords the honor due.

In this connection the Tradesman desires to place itself on record by stating that anything appearing in the Tradesman at any time is at the service of its brothers of the press, with or without credit. The Tradesman probably pays more for original matter than any other mercantile trade publication in the country, but when the matter has once appeared in the Tradesman and has been read and digested by its subscribers, it is satisfied and it wishes its brothers of the press to feel that they have the right or privilege to reproduce anything appearing in the Tradesman in their own publications, with or without credit, as best serves their purpose.

The Tradesman is in the business to do all the good it can in all the ways it can and would not willingly hamper any publication from pursuing the same policy along the same or allied lines or along lines of its own, whichever seems to be best adapted to the community it undertakes to serve or the district it aims to cover.

The Tradesman aims to be broad and generous in its methods and big in its ideas and liberal in its dealings with all. So far as the Tradesman knows, it has no bad friends among its brother publications. If it has any bad friends, it is a matter of regret and is due to misunderstanding or misconception, and it will go out of its way any time to undertake to dispell the illusion.

Do not fret because there seems to be no opportunity open to you; if you have backbone you will make openings and create opportunities under the most adverse circumstances.

CROP SHORTAGE.

Canned Vegetables Will Be Higher Next Winter.

Indianapolis, July 18—The excessive heat and protracted drought since the first of May had such a serious effect on canners' crops in the Central States that the pack of canned vegetables for 1911 is estimated by those connected with the canning industry to be from 33 1/2 per cent. to 50 per cent. less than normal, or the average for the last decade. This shortage means much to the canned goods packers, of Indiana and to the consumer. A range of higher prices for staple canned food is almost certain next winter, canners say, without promise of relief until the 1912 pack can be brought into the market.

Means Money To Indiana.

"For the last three years, just to reach a general average," said Paul Fishback, of the Harry C. Gilbert Co., brokers in canned goods of this city, who is in constant touch with all the canners in Indiana and nearby states, "the three principal vegetables packed by Indiana canners have been worth to the packing industry over two and a half million dollars. This figure includes only tomatoes, corn and peas, seasonable and perishable vegetables. To include the other seasonable fruits and vegetables, to say nothing of baked beans, lye hominy, sauerkraut, etc., that can be packed at any time during the year, would multiply \$2,500,000 many times. It is easy to realize how much it will mean to the canning communities to reduce the amount of money distributed to the growers and laborers from one-third to one-half. Most of this sum comes to Indiana from other states, as Indiana canned goods find a market all over the country. The average pack of tomatoes for the last three years in Indiana has been 841,497 cases of two dozen cans each. Corn has averaged 484,036 and peas 451,560.

First Planting Lost.

"In ordinary seasons the tomato grower in Indiana sets plants afield between May 15 and June 1, but this year, on account of the lack of moisture, setting was delayed until as late as June 10, and by that time the plants in the cold frames had become so large that they could not be made to grow when transplanted into the fields. Thus many acres set aside for the growth of canners' tomatoes were lost to the canner. Moreover, in many sections of the state, growers have not been successful with their tomato crops for the last three or four years, and many gave up trying this year. To add to the unhappiness of the tomato canner, the catsupmakers have been coming into the state to establish stations, and because of the nature of their product they can afford to, and do pay the grower more for his tomatoes than the canner does. Finally, after the reduced acreage was set and well on its way, cutworms, which always thrive in dry weather, helped greatly

to still further cut down the size of the crop.

Shortage in Other States.

"The conditions of discomfort to the growers and packers have not been local in Indiana. In Maryland, Delaware and New Jersey, three states which produce from one-half to two-thirds of the entire tomato pack of the country, identical conditions have prevailed. Missouri, which has been a factor in the packing of tomatoes for the last four or five years, reports a prospective pack of about 10 per cent. of normal, due to the drought and heat. In fact, the unfavorable conditions in Missouri have created a great deal of activity in the market for Indiana tomatoes, both 1910 and 1911 pack, and Indiana canners have been selling for prompt or fall shipment into the Missouri River territory, from which they have been excluded for the last five years on account of the lower freight rates applying from Missouri canning points. A meeting of the Tristate Packers' Association, composed of the principal canners of Maryland, Delaware and New Jersey, was held in Baltimore a few days ago, and when reports were all in, it was found that these three states have prospects for about 50 per cent. of their normal pack of tomatoes. The new pack will come on to a practically bare market, as almost all of the 1910 packed tomatoes have gone into retailers' hands. There are perhaps not twenty-five cars owned by packers in the Central States, out of approximately one thousand cars packed last fall.

Record Pea Crop Failure.

"The pea crop in Indiana was more nearly a failure than ever before since pea canneries have been established in the state. Just at the time when the vines were developing and ready to blossom, the drought set in, and abetted by the excessive heat during May, forced blossoming and the development of peas before the vines were sufficiently large to sustain the pods. The pods were small, contained but few and very hard peas and in some sections the vines were so small after the peas had ripened that they could not be mowed in the customary manner, but had to be pulled. The yield an acre was disappointingly small to the grower and packer alike. One factory in the state, with an acreage sufficient to make possible a pack of 12,500 to 15,000 cases under normal conditions, wound up with less than two thousand cases in the warehouse. It is estimated that the pack in Indiana was about 40 per cent. of normal and the packers have finished for this year. Wisconsin, New York, Maryland and Michigan, four of the most important pea canning states, are unanimous in their report of a shortage of at least 50 per cent. of expectations. Indiana peas sold this spring in New York and other Eastern States, an almost unheard of occurrence and due wholly to the fact that it was early known that the Maryland pack would be a practical failure.

Outlook for Sweet Corn.

"Sweet corn for canners has been

developing excellently as the weather, since planting time, has been almost ideal, but a critical point has been reached and unless soaking rains soon fall over Iowa, Illinois, Indiana and Ohio, the principal central corn packing states, this crop, too, will be materially decreased. Even with a record breaking corn pack, there is little prospect of low prices for corn, because it has always been the tendency of the wholesale grocery trade to make up for the shortage of one pack of the three staple vegetables by heavier purchases of the other two, and corn this year will have to stand alone to fill up the holes in both the tomato and pea pack.

The Price Prospect.

"Although there have been advances of from 10@15c a dozen cans in the wholesale cost of tomatoes, corn and peas during the last thirty days, the effect will not be felt by the consumer until there are still further advances. As a rule, the wholesaler and retailer absorb between them the higher prices asked by the packers, until the cost to the retailer gets above \$1 to 1.10 and then the consumer can no longer buy at 10 cents a can. It will not be surprising, however, if all the three principal staple canned vegetables will be selling at 12 1/2 cents a can or even 15 cents a can next spring, when packers' warehouses are empty, wholesale grocers' stocks are low and retailers' shelves are almost bare. Such a condition seems certainly in prospect."

Indiana Board of Health After Dirty Grocers.

Indianapolis, July 18—Twelve legal notices from the State Board of Health, directing changes in food producing and distributing establishments, effective on or before to-day,

have been issued since July 1. Of these four are directed against establishments in this city. Three are at Broad Ripple.

Graff Bros., of Mishawaka, grocers, were ordered to protect their display of fruit from dogs. It was found that stray dogs in the streets had access to it. John Schreyer, South Bend, was ordered to provide protection for fruits displayed on the sidewalks.

At the place of J. F. Kasserpaum, a grocer, of Broad Ripple, a dirty bread box was found, and, as is usual in such cases, an order was issued for the box to be cleaned and kept clean. No time is allowed on such an order, the cleaning process being demanded at once.

Concerns in Indianapolis against which orders were issued included L. S. Ayres & Co., where the bakery and confectionery, with utensils, were found unclean and "alive with flies;" J. V. Reisback and H. Knantrin, druggists, where uncleanness was found, contrary to law, and William Galbreadth, a grocer, where uncleanness was reported on the premises.

Other concerns outside Indianapolis against which orders were directed because of uncleanness and minor violations of the law were the following: Frank E. Watts, Broad Ripple, druggist; C. W. Silvey, Broad Ripple, grocer and meat dealer; D. Hartstine, Mishawaka, grocer and meat dealer, and the Emrich Baking Co., of Ft. Wayne.

Except in the cases of a few outside concerns, where more time than was allotted in the orders was required to make changes in buildings, the orders to clean up have been complied with, according to reports received by H. E. Barnard, head of the food and drug department, who is in charge of the inspections.

THE BAKER FOLDING UMBRELLA

Just what umbrella users have been looking for and what the trade must have for their customers

It is Perfect in Construction *Easy to Fold or Unfold*
Simple in Operation *Strong and Light*
Artistic in Appearance *Length 14 Inches Folded*

It is *Convenient, Reliable, Durable and Practical*. It gives the user more umbrella service for his money than he can get elsewhere. Don't buy another umbrella until you see a *Baker*. For photographs and prices address

The Holland Umbrella & Specialty Co.

Holland, Mich.

WORDEN GROCER COMPANY

The Prompt Shippers

Grand Rapids, Mich.

What Other Michigan Cities Are Doing.

Written for the Tradesman.

Battle Creek danced, or to be more exact, watched bird men wheeling in the skies, and pulled off other stunts during a four day celebration of the Fourth, and the Finance Committee has now opened an "I'll Help" campaign to pay the fiddler. The deficit is not large, however, and all who saw the show agree that it was worth the price.

A hundred or more business men of Port Huron will make a trade trip through the Thumb territory July 24 and 25, stopping at all Thumb towns.

The Western Michigan Development Bureau promises Cadillac a fine exhibit of fruits, grains and vegetables for the Northern District Fair this fall.

The Fair at Howard City this year will be held Sept. 5-8 and Secretary J. B. Haskins says that it will be "some show."

The dates of the Tri-County Fair at Reed City are Sept. 26 to 29.

The Kalamazoo Commercial Club will undertake to let the city's light so shine throughout Southwestern Michigan that all people will see their way clear to make the Celery City their shopping headquarters.

Reports from Flint state that the Buick factories are working to full capacity and that thousands of orders for this season's product can not be filled. The plant is turning out nearly 600 cars each week.

The Bay City Board of Commerce is getting out a new booklet for advertising purposes, which will contain views of the principal buildings of the city.

A complete course in forestry from the first to the twelfth grade has been added to the curriculum of the Saginaw public schools.

Petoskey has a Weed Commissioner, who is very much alive and insists that every weed, particularly burdock, growing within the city limits, must go.

This is race week in Kalamazoo and one of the steps taken by the Police Commissioners is the refusal of new or special licenses for vendors or operators of games of chance. The idea is to shut out the gamblers who follow the circuit races.

Lake Odessa will vote next Monday on the question of bonding for \$8,000 to erect a factory building. Negotiations are under way with a Grand Rapids furniture concern to occupy the same. Almond Griffen.

Activities in Indiana Cities.

Written for the Tradesman.

The Evansville Business Men's Association has elected officers as follows: President, Benjamin Bosse; Vice-Presidents, Phelps Darby and Emil Weil; Directors, F. W. Griese, Dr. Edward Linthicum, Max DeLong and N. W. Bryant.

Indianapolis will adopt a smoke ordinance similar to that of Chicago and attempt to eliminate smoke along scientific lines.

Postal savings banks have opened at Kendallville, Decatur and Portland this month.

The South End Business Men's Association has been formed at South Bend to promote the business interests of that section of the city.

Wabash suffers a bad blow, industrially, in the recent order of the Big Four Railroad, closing the shops there. The work hereafter will be done in Indianapolis and at Bellefontaine, Ohio.

The manufacturers of automobiles and auto commercial trucks in Indianapolis are making a trade extension tour through Indiana, Illinois, Iowa and Missouri.

The Commercial Club of Gary has completed an elegant home at a cost of \$50,000.

A smoker and watermelon feast were given last Friday evening by the South Bend Chamber of Commerce to the 274 new members added in a recent membership campaign.

Huntington will organize a Commercial Club to boost that city's advantages.

Evansville has thirty-one furniture

factories, besides many other industries, including the largest broom factory and the largest buggy works in the world. Almond Griffen.

Chance For Reform Among the Reformers.

"I wonder why," said a business woman one day last week; "I wonder why women who are trying 'to protect women,' are trying to save the fallen, and do all kinds of things for their sex do not reform themselves?"

"So, so?" said the friend. "Now what has happened?"

"Well, just this. I've been in this business for a great many years. I have employed hundreds of young women, and in my connection with the store have watched other hundreds employed in the various departments. I have watched women whose names have become prominent because of their efforts 'for women' come in, and their attitude toward the girl who is supporting herself honestly is little less than shameful. They patronize her, they make her

feel her position of inferior financial backing at every turn, and they humiliate her.

"Of course, they will help her if she is to be sent to the penitentiary for some crime, or if she turns from the straight and narrow path they will sympathize with her and use their influence with some of the city officials to gain her release. All of this goes into the next report before the club and sounds well, but there is not a handful of those women who know how to treat a really good girl who is trying to make a decent living for herself."

In Seclusion.

"Is your mistress at home?"

"Are you the manicure lady?"

"No, indeed!"

"Then she ain't at home, mum."

Once in a While.

Once in a while somebody succeeds in beating another man's game, but it is because the other man is drawing him on.

IMPORTANT TO GROCERS AND DEALERS

A Perpetual Injunction

Has been issued by the U. S. Circuit Court,
Northern District of Ohio, Western Division

RESTRAINING

THE BOUR COMPANY OF TOLEDO, OHIO

AND

B. C. HOLWICK OF CANTON, OHIO

from MAKING OR SELLING coffee mills with cutting plates like or similar
to those used in

"Royal" Electric Coffee Mills

Patents on which were granted to the A. J. Deer Co., March 29, 1910

Infringers Take Notice

The infringement suit just closed against the Bour Company and B. C. Holwick sustains in every particular the A. J. DEER COMPANY'S bill of complaint as to the infringement of the "ROYAL" ELECTRIC COFFEE MILL patents. Dealers should be very careful in buying electric coffee mills in the future to make sure they are not buying infringing machines. It is our intention to vigorously prosecute all infringers of the patents on our line of coffee mills and food choppers.

We manufacture the largest and most complete line of electric coffee mills in the world. Prices range from \$75.00 up. If interested we will be pleased to forward our latest 1911 catalog which explains and illustrates our complete line.

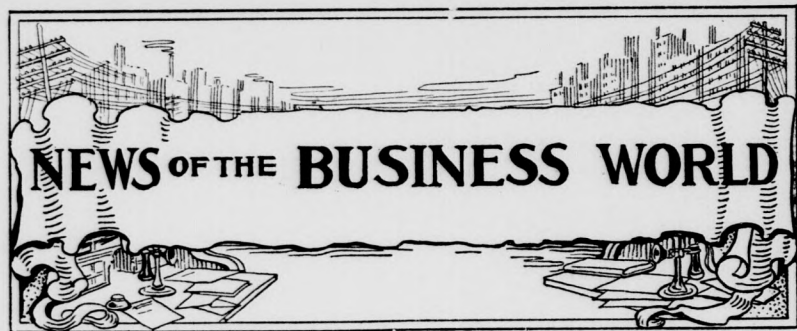
All "ROYALS" are fully protected by U. S. and Foreign patents. When you deal with us you get the best mill, a full guarantee and absolute patent protection.

The A. J. Deer Co.

Manufacturers of "ROYAL" ELECTRIC Coffee Mills
(The Mill That Cuts the Coffee)

Meat Choppers, Drills, Meat Slicing Machines, Coffee Roasters

72 West St., Hornell, N. Y., U. S. A.



Movements of Merchants.

Thompsonville—Mrs. J. E. Peltier has opened a bazaar store.

Grand Ledge—George Poulos has opened a confectionery store.

Houghton—R. B. Lang is succeeded by the R. B. Lang Dry Goods Co.

Battle Creek—Liger & Cook have engaged in the confectionery business.

Union City—King & King are succeeded by C. L. Stone in the bazaar business.

Denton—F. W. Smith, dealer in implements and produce, has retired from business.

Detroit—The stock of the Home Savings Bank has been increased from \$400,000 to \$750,000.

Richmond—F. B. Lamb & Son, dealers in shoes, harness, etc., have retired from business.

Detroit—The Weisman Phillips Co., wholesale jeweler, has changed its name to Weisman & Son Co.

Cheboygan—The Cheboygan Telephone Co. has increased its capital stock from \$30,000 to \$70,000.

Lansing—The Lansing Fruit & Development Co. has increased its capital stock from \$10,000 to \$25,000.

Asley—Harry C. Rose & Co. succeed B. J. Landi & Co. in the general merchandise business here.

Harbor Springs—D. H. Readmond has engaged in the clothing and men's furnishing goods business.

Escanaba—Johnson & Ecklund have engaged in the confectionery business at 1302 Hartnett avenue.

South Boardman—Norman MacDonald has closed out his stock of meats and is planning on moving to Cadillac.

Evart—Davy & Co.'s warehouse burned recently. The estimated loss is \$6,000, which is partly covered by insurance.

Battle Creek—Henry and James Gordon will open their new dry goods store on North Jefferson avenue August 1.

Port Huron—F. B. Penney & Sons have purchased the Cannally grocery store, on Lapeer avenue, and will take possession immediately.

Jackson—J. B. Champlin, who recently sold his grocery to Will McKee, will, Sept. 1, open a delicatessen at 241 West Main street.

Hastings—Gard Bennett has sold his interest in the meat market of Feldpauch & Bennett to Mr. Fedewa, of Fowler, who has taken possession.

Thompsonville—Mrs. A. H. Hoot and Mrs. A. M. Curtice have formed a copartnership to engage in the dry goods, millinery, shoe and grocery business.

Traverse City—The Humidity Regulating Co. has been organized with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

East Jordan—Sherman & Son have sold their grocery and meat stock to James M. Milford and Paul Schnelle, who will continue the business under the style of Milford & Schnelle.

Lansing—Harry Bopp has purchased the interest of Edwin Smith in the Chicago meat market and Mr. Smith has gone to Buffalo to accept the position of superintendent in a packing house.

Detroit—A company has been incorporated under the style of the United Fruit Auction Co., with an authorized capital stock of \$20,000, all of which has been subscribed and \$10,000 paid in in cash.

Jackson—After conducting a grocery at 234 East Main street for forty-two years Tom McQuilan has moved his stock to East Pearl street. George McCann has bought the Main street store and occupies it with his fruit stock.

Battle Creek—The Wolverine Cigar store, at 29 East Main street, which has been owned for the last three years by Robert Melrose, has been sold to John Hamilton, who has taken formal possession and will continue the business.

Hartford—W. W. Rowan, formerly of the Hartford Stave Co., has opened a new grocery store in the Ruggles store building, which Mr. Rowan recently purchased, and has remodeled into one of the modern store buildings of the town.

Grand Ledge—The Frank S. Ewing stock of jewelry, stationery and china has been sold by Receiver B. D. Niles to A. O. Halsted, who took immediate possession, the sale being confirmed Wednesday. Mr. Halsted will continue the business at the same stand and has placed George W. Little in charge.

Champion—Harry Davidson has purchased a half interest in the general mercantile business of Jacob Levine. Mr. Davidson has been a resident of this place for the past ten years, all of which he has been in the saloon business. Two years ago he established the Keystone creamery. Mr. Levine has been in business in Champion for the past quarter of a century.

Bay City—The Grocers' and Butchers' Association added seven new members to its growing list at the last meeting and the prospects are good for several more at the next regular meeting. A committee on ar-

rangements has been appointed to take up the matter of sports and entertainment at the regular outing of the Association, which will be held at Wenona beach August 3.

Battle Creek—After having been connected with the fuel, feed and building material business here for twenty-seven years, Henry Rupert, of Rupert & Morgan, East End dealers, has disposed of his interest in the above named firm to his nephew, George H. Schaefer, of Cleveland, Ohio. Mr. Morgan retains his interest in the firm and the new house will be known as Morgan & Schaefer. In the future Mr. Rupert will devote his time to his real estate interests in this city.

Allegan—H. D. Pritchard, Burr McAlpine and Ward Granger have bought the Weed warehouse, near the Pere Marquette station and will engage in buying and selling all kinds of fruit and produce, and will also continue the business in baskets and fruit packages. Their principal effort, however, for the present, will be in the apple-drying line, to conduct which they will place in the building six kilns, getting additional room by constructing a substantial basement to the building.

Battle Creek—Workmen are busily engaged in the storerooms of the Austin block formerly occupied by the Wolverine Grocery Co. and the Bromberg jewelry store. The Wolverine store will be occupied by the Austin Crockery Co., and the store vacated by the Austins, 54 West Main, will be occupied by Sager, the jeweler, who will abandon his present quarters in the Arcade. The Walk-Over Boot Shop of the T. H. Butcher Co. will move into the former Bromberg jewelry store, whereupon the shoe department of the Butcher Shop will be abolished.

Ishpeming—W. J. Locher, who established a candy and ice cream business in the Johnson block, on Cleveland avenue, three months ago, has sold the business to Fred Stevens and Richard Verrant, the latter a member of the blacksmithing firm of Verrant & Peterson, on Pearl street. The new owners took immediate possession. Mr. Stevens will manage the store, Mr. Verrant devoting his time to his blacksmith business. Mr. Stevens has been a resident of this city for twenty-two years and for some time has been employed at the Cleveland Lake property. Mr. Verrant located here eight years ago.

Manufacturing Matters.

Tecumseh—The capital stock of the Anthony Fence Co. has been decreased from \$250,000 to \$5,000.

Saginaw—The Regal Telephone & Manufacturing Co. has changed its name to the Electrical Products Co.

Munising—The Munising Woodware Co. has been incorporated with an authorized capital stock of \$50,000, \$35,000 of which has been subscribed and paid in in cash.

Ontonagon—The Ontonagon Creamery Co. has been organized with an authorized capital stock of \$7,500, of which \$4,100 has been subscribed and paid in in property.

J. D. Upton, of Muskegon, will go on the road for the Booth Manufacturing Co. He formerly carried off many athletic honors at Olivet College, and is an all-round athlete.

Afton—The Marvin Stone Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed, \$5,000 being paid in in cash and \$45,000 in property.

Owosso—The Owosso Canning Co. has been organized with an authorized capital stock of \$40,000, of which \$28,500 has been subscribed, \$34 being paid in in cash and \$28,466 in property.

Detroit—The Michigan Sanitary Paper Cup & Milk Bottle Co. has been incorporated with an authorized capital stock of \$100,000, all of which has been subscribed, \$100 being paid in in cash and \$99,900 in property.

Detroit—The Superior Bed Springs Co. has been organized for the manufacture and sale of bed springs, with an authorized capital stock of \$5,000, all of which has been subscribed, \$361 being paid in in cash and \$1,139 in property.

Detroit—The Hunter Auto Lock Co. has been incorporated with an authorized capital stock of \$25,000 common and \$10,000 preferred, of which \$28,500 has been subscribed, \$3,500 of which has been paid in in cash and \$25,000 in property.

According to Charles Higginbotham, superintendent of a watch company at South Bend, Ind., in a few years the man who wants to know the time will take a dial from his pocket, something like the watch which he carries now, but instead of looking at the dial and figuring out how slow or fast the watch is running he will simply press a button on the watch and the waves of electricity from a controlling clock, perhaps many miles away, will spin the needles around to the proper positions and show him the absolutely correct time. If Mr. Higginbotham is not careful somebody will put him in the Nikola Tesla class.

The Boys Behind the Counter.

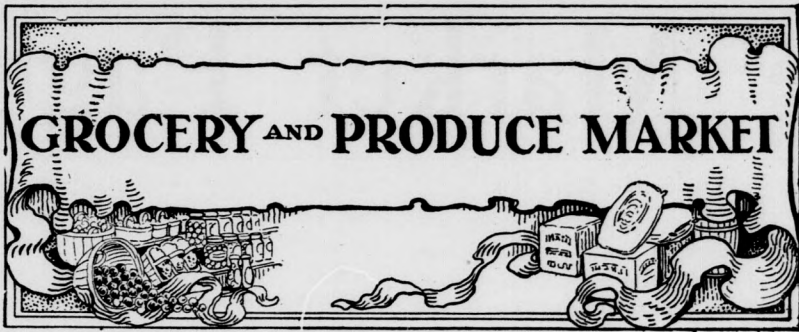
Benton Harbor—Floyd Welcher has resigned his position at the J. T. Welton grocery, after three years' service, and accepted a position with the Benton-Harbor-St. Joe Railway and Light Co. Harold Chaddock has taken the vacancy at the grocery.

Alma—Lyle Follet has the position in Rhodes drug store, made vacant by the resignation of Will Murphy.

Sturgis—Wm. Smith has severed his connection with Loetz & Gilhams to take a similar position in Collins' grocery.

John T. Watkins, the Lansing tea and coffee jobber, has engaged Chas. Teknora to represent him among the trade of Southern Michigan. Mr. Teknora is a native of Japan, his father being a tea grower in that country. He has been in this country for fifteen years, having traveled several years for a Chicago tea and coffee house.

Anyway, George Washington didn't use his little hammer.



The Produce Market.

Apples—Home grown Duchess, Transparent and Red Astrachans command 50c per bu.

Bananas—\$1.50@2 per bunch according to size and quality.

Beets—New, 20c per doz.

Blackberries—\$1.50 per 16 qt. crate.

Butter—Receipts continue normal for the season. A large percentage of the receipts show heat defects and has to be pushed for sale for what it will bring. The consumptive demand is falling off to some extent, owing to the extreme hot weather. The speculative demand is only fair, owing to the high prices. The market may show a slight decline in the near future. The make nearby is light and the receipts are also affected by the heat. Local dealers hold fancy creamery at 24c. They pay 19c for No. 1 dairy and 16c for packing stock.

Butter Beans—\$1 per bu. for home grown.

Cabbage—\$2.25 per crate for home grown.

Celery—20c per bunch for home grown.

Cherries—\$1.60 per crate for sour and \$2.25 per crate for sweet—16 quart crate.

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

Cucumbers—75c per doz. for hot house.

Currants—\$1.25 per crate for red.

Eggs—The bulk of the receipts is showing the effect of heat and only a very small percentage is fine enough to bring top prices. The market is steady at ruling quotations and the demand is about normal for the season. No material change seems in sight at this writing. Local dealers pay 15c, loss off, del.

Gooseberries—\$1.50 per crate.

Green Corn—15c per doz.

Green Onions—15c per doz.

Green Peas—\$1.50 per bu. for Telephone.

Green Peppers—\$2 per bu.

Honey—15@16c per lb. for white clover and 12c for dark.

Lemons—California, \$6.50@7 per box; Verdellis, \$6.75@7.

New Carrots—20c per doz.

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

Musk Melons—Indiana Gems fetch \$1 per basket; Rockyfords command \$3.25 for 54s and \$3.75 for 45s.

Onions—Home grown (dry) are now in market, finding ready sale on the basis of \$1.50 per bu.; Louisville, \$1.75 per 60 lb. sack; California, \$3.25 per 100 lb. sack.

Oranges—Late Valencias, \$4.25@4.50.

Peaches—A few stray lots of Clings are drifting in from local growers, but they are not in sufficient amount to establish a price. The offerings thus far have brought about \$2 per bu.

Pieplant—75c per box of about 45 lbs.

Pineapples—Floridas command \$3.50 per crate for all sizes.

Plums—Burbanks are beginning to come in freely. They find a ready outlet on the basis of \$2 per bu.

Pop Corn—\$1 per bu. for ear; 4½c per lb. for shelled.

Potatoes—Old stock, \$1 per bu.; new, \$5.50 per bbl.

Poultry—Local dealers pay 10@11c for fowls; 6c for old roosters; 10c for old ducks and 12c for young; 12c for turkeys; broilers, 1¼@2 lbs., 16@17c.

Radishes—15c per doz.

Raspberries—\$2 per crate for red and \$1.75 for black.

Spinach—\$1 per bu.

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

Watermelons—Georgia command \$2.50 per bbl.

Whortleberries—\$1.50@1.75 per 16 qt. crate.

The Grocery Market.

Sugar—The consuming demand is gradually increasing, with the increase in the supply of small fruits and it is expected that prices will be firm for the next four or five weeks. The first receipts of new crop beet will arrive about August 15, but the supply will not be of large enough volume to make any difference in prices before September 1.

Tea—New Japans are now coming in freely. The higher grades show up fairly well, but it has generally been a poor season in Japan, with prices ruling 1@2c higher than last year. Last year's teas are generally preferred to the new crop and are much better in style. A serious error was made by the Chinese in bringing to market over 25,000 packages of Gunpowders and Young Hysons slightly colored and, therefore, inadmissible to the United States. This will cause a delay in importation, so that we may not see any of the new crop until November. In the meantime our stock of Greens is almost bare and prices have advanced here 3@5c per pound. Blacks show up good in cup quality but poor in leaf, with a slightly higher market over last season. The general market on all teas holds strong, with no prospect of a decline.

Coffee—All grades of Rio and Santos are ½c higher than a week ago. Strong crop news is the reason. The

trade are fighting against the advance all they can, and stay out of the market as long as they can, but they are having to buy something, and when they buy, pay full prices. This advance, will not bring prices of roasted coffee as high as they should be in comparison with options and green coffee in Brazil. Well informed coffee men seem to think that prices will hold firm and may advance still further before new crop coffees arrive. Mild coffees are also firmer, but show no quotable change for the week. The demand is fair. Java and Mocha are unchanged and steady to firm.

Canned Fruits—The early pack goods show big advances and Maryland reports that the pack of berries was very short. Everything in the berry line is fully 25 per cent. higher than a year ago. Prices have been announced on California canned fruits by most of the packers, which show an advance of from 20@40c per dozen over the prices of 1910. It is reported that the entire pack of Hawaiian pineapple has been contracted for, which would indicate that it would be well for retailers to protect themselves by buying some futures in this line. The supply of gallon apples is small and prices still hold very high.

Canned Vegetables—New pack peas will be much less than was counted on at the opening of the season on account of the extreme hot weather prevailing in the pea packing districts. The market on tomatoes is firm on both spot and futures and prices are quite a little higher than a year ago. The demand continues good for the time of year. There is very little change in the market on corn although prices are much lower than they are some years when the stock of corn is no smaller than at the present time. The fact that prices do not advance is thought to be caused by the prospect of a large pack this season.

Dried Fruits—Future raisins are unchanged on the previously quoted basis, but the demand is light; spot raisins very dull. Currants quiet and unchanged. Spot prunes have sold as high as 15c per pound for 40s in a large way. This is surely a record figure. Futures are unchanged and quiet. Spot peaches are unchanged and so are futures. Future apricots are still maintained on the previously quoted high basis; demand slow. Spot apricots about cleaned up.

Cheese—The consumptive demand is active and the quality of the cheese arriving is also showing up well considering the weather. The market generally is in a healthy condition and seems likely to remain so for some time.

Syrups and Molasses—Although the market is very strong, due to the high corn market, glucose is unchanged. If corn advances any further glucose and all corn products will advance also. Compound syrup is unchanged for the week and is very dull. Sugar syrup is unchanged and inactive. Molasses is dull at ruling prices.

Provisions—Smoked meats are firm at ¼c advance over a week ago. Everything is in active consumptive de-

mand and stocks on hand seem about normal for the season. There will likely be a firm market, possibly with a slight advance, during the week. Pure lard is firm at ¼c advance. Compound is firm and unchanged. Both are in moderate demand. Barrel pork is slow and unchanged. Dried beef and canned meats in fair demand at ruling prices.

Fish—Cod, hake and haddock are unchanged and dull. Domestic sardines are steady to firm, but dull. Imported sardines are quiet at ruling prices. Spot salmon is probably as active as could be expected when prices are considered. Mackerel shows no change for the week. New Shores rule about where they did a week or even two weeks ago, and the demand is limited. Irish and Norways are both unchanged and quiet.

Veal—Dealers pay 6@10c.

There are rumors and pretty persistent ones, about revolt again in Cuba. These stories have their origin in the suggestion that President Gomez and some of his associates are what the plain language of this country refers to as grafters. It is charged that Gomez was very poor before he went into politics, and that now he is very rich. Things of that sort have happened right here in the United States. The Cubans evidently read the American newspapers, because when they hear these stories about their President they immediately rise up and ask where did he get it. He responds by saying he had money before he was elected, and they reply with the statement that in 1906 he made himself judgment proof, declaring that he had \$89,000 of debts and no assets at all. It is certainly very unfortunate if there is any foundation for these stories. After several attempts the Cubans ought to be able to give an exhibition of their ability to govern themselves and each successive failure puts them lower in the esteem of other countries. It was thought that Gomez was the kind of a man who would really make not only a good but an honest president. Surely there must be some men in all the Island who can be trusted with other people's money. If not, then it is not a president but a sheriff which they need.

The American Printing Co. has sent out letters to the jobbers withdrawing the restricted prices on American prints, stating that they have been advised by counsel that restricted prices are contrary to law. The same conditions are true of Bates' damask and Bates' seersuckers, but until the whole question is gone over carefully by the manufacturers and jobbers, the jobbers will sell and bill at the same restricted prices.

When Pierp Swims.

"Wait, my child. You can not go in bathing now."

"Why not, father?"

"J. Pierpont Morgan is using the ocean."

A man likes to repeat the smart things his children say, because he imagines it is hereditary.

Detroit Produce Market Page

Detroit Butter and Egg Board.

Detroit, July 18—Butter receipts, 480 packages.

The tone is steady.

Extra creamery, 24c.

First creamery, 23c.

Dairy, 18c.

Packing stock, 17c.

Eggs—Receipts, 906 cases.

The tone is steady.

Current receipts, 14½c.

Creamery is steady and we do not look for any change in prices.

Eggs are still running very poor and nearly all receipts show the effects of the extreme hot weather.

New York.

Butter—Receipts, 6,156 packages.

The tone is steady.

Extra creamery, 25c.

Packing stock, 18c.

Eggs—Receipts, 13,573 cases.

The tone is steady.

Extra fresh, 18@19½c.

First fresh, 16@17c.

Chicago.

Butter—Receipts, 15,174 packages.

The tone is steady.

Extra creamery, 24c.

Packing stock, 17c.

Eggs—Receipts, 11,865 cases.

The tone is steady.

Prime first fresh, 15½c.

First fresh, 14½c.

F. J. Schaffer, Sec'y.

The Wet Seasons Endanger Live Stock.

M. G. Moussu, of the French Agricultural Society, has been pointing out to the French and other continental growers of live stock the dangers that beset cattle, sheep and goats in the wet seasons that for several years have marked the greater part of Western Europe.

In 1910 especially there was such rainfall as to make marshy much of the pasture lands which ordinarily had been regarded as high and dry, having no need of drainage. Because of this overplus of water the vegetation grew rank in the wet, and with this wet and rankness of vegetation animal parasites found unusually prolific breeding grounds. These parasites had opportunity to develop strongly in the vegetable environment, so that in entering the stomach of the animal they were a far greater menace than usual. The result was a reign of the old "epizootic" maladies which once worried the farmer in this country.

It is explained that parasites of the kind, having found their way to the animal's stomach, pass on into the liver of the animal and take up parasitical residence there. The general effect is to render the afflicted animal anemic, after which lean weakness

follows until death ends the work. On farms where sheep and cattle have been kept in farm yards that have been drained, and where dry feeding has been resorted to, cattle, sheep and goats have not suffered, while among the animals in the wet pastures on the same farm the animal mortality has been heavy.

As growers have recognized, sheep will avoid muck and mire if it be possible. M. Moussu suggests that in seasons of such wet pasturage should be chosen which lies high and is subject to natural drainage. If this be impossible, he suggests drainage on as large a scale as possible, saying that the losses of sheep in the last two years represent an enormous amount of money, which would have paid for great systems of drainage. That other plan is for the cutting and drying of the green pasturage, storing it, and keeping these farm animals upon the harmless dry feed which is produced in the drying process.

Aepyornis Egg of Mammoth Size.

A single egg whose original content might feed fifty men has lately been placed on exhibition in the Museum of Natural History, New York. The enormous egg is that of the aepyornis of Madagascar, greatest of all birds, but now extinct. The aepyornis egg has a capacity of two gallons, or 150 times that of a hen's egg. The shell is one-eighth of an inch thick. Lengthwise it is 32 inches in circumference, and it measures 26 inches around the middle. Although termed a fossil egg, it is not petrified, but is in perfect condition, unbroken and has a yellow color. The contents have turned into a fine dust, which comes out, when handled, through a small natural perforation on one side.

The aepyornis, like the moa of New Zealand, was exterminated by the hand of man. A few centuries ago it was quite abundant, and several incomplete fossil remains have been discovered, but no complete skeleton ever has yet been found. These show the bird was three toed, of massive proportions and short winged. The Madagascar natives have for many years used the great egg shell for various household purposes. In fact, the first knowledge of these eggs became known when some Madagascar natives came to the Mauritius to buy rum, bringing the aepyornis eggs with them to hold the liquor. Only three or four of these huge eggs have been brought into civilization. The present one is the most perfect as well as the largest known.

Both in the Same Boat.

The new cook, who had come into the household during the holidays, asked her mistress:

"Where ban you son? I not seeing him 'round no more."

"My son?" replied the mistress, pridefully, "Oh, he has gone back to Yale. He could only get away long

enough to stay until New Year's day, you see. I miss him dreadfully, though."

"Yas, I knowing yoost how you feel. My broder, he ban in yail sax time since T'ankgiving."

The eagle is a noble bird but the old hen contributes more to the welfare of the human race.

McDonnell Brothers Co.

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

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HARRIS & THROOP

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Dundee Produce Co., Dundee, Mich. Detroit, Mich.

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Direct from Manufacturer to Retailers

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

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

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

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Grand Rapids



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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.

INDIANA ITEMS.

Business News From the Hoosier State.

Terre Haute—According to a statement made by Orph M. Hall, Secretary of the Retail Merchants' Association, the proprietors of all suit clubs, soap clubs and furniture clubs now in operation in the city will be prosecuted to the fullest extent of the law unless operations cease at once. This action on the part of the Secretary was brought about by the activity of the People's Furniture and Upholstering Co., formerly located at 1224 Wabash avenue, which recently quit business, leaving the city with about \$1,200 of the people's money. The proprietor of the furniture company was arrested recently on the charge of running a lottery, but was released on his promise to cease operations and make good all outstanding accounts of customers. He ceased operations, as promised, but, it is said, failed to make good amounts collected from people on chairs which had been sold but not delivered. It is said that the chairs were sold for \$33 and were to be paid for at the rate of 50 cents a week. At the end of each week some member of the Club was given a chair, left to the discretion of the manager, and at the end of thirty-five weeks each person was sure to get a chair. It is understood that about fifteen chairs were given away, which, according to merchants who can duplicate them, cost about \$4.50 each. Customers who had not finished paying for their chairs were notified last week that if they would forward the amount due on the chairs one would be sent at once. The letters came from Philadelphia, Pa., without signature and in an envelope with the handwriting seemingly disguised. Secretary Hall took the matter up with the Federal authorities at Indianapolis and as the communication is in violation of the statutes concerning sending matter through the mails with reference to lottery or games of chance, he was ordered to look the matter up here at once and prosecute the case.

Ft. Wayne—Edward G. Schroeder, employed in local clothing stores for the past nineteen years, has purchased a half interest in Kratzsch Brothers' store of Emil Kratzsch, who recently secured the interests held by other heirs. The firm will be known in the future as Kratzsch & Schroeder and the location at 618 Calhoun street will be retained.

Mishawaka—All arrangements are now complete for the annual good time venture of the Grocers' and Butchers' Association in conjunction with the local mercantile organization of South Bend. The only necessary thing now is for the merchants and their friends to board the trains for Rome City on July 26.

Athletic contests of all kinds have been arranged by the joint committee of the two associations, although no prizes are offered. The Mishawaka provision venders say that Rome City's sylvan and aquatic beauties are unrivaled by any resort in Northern Indiana.

Indianapolis—Indiana retail merchants favor an amalgamation of the several commercial organizations in this city. They so indicated recently when they enthusiastically applauded a speech of Charles A. Bookwalter, advocating the establishment of a central chamber of commerce, during the course of the entertainment for visiting merchants at the German House garden. Almost 600 business men from outside the city were entertained by several hundred representatives of the jobbing houses, manufacturing concerns and banks making up the membership of the Indianapolis Trade Association. Mr. Bookwalter spoke briefly and in his remarks commended the movement looking to the formation of a central commercial organization. "It will be for the best interests of all the business men in Indiana," he declared, "for the things that affect the business men in the capital city also affect those in the other portions of the state. The time has come for quick, positive action on this question. No one would advocate the equipping of an army with shotguns, and to send that army out to fight another army carrying rifles. Yet that is what Indianapolis is trying to do. We are fighting for the commercial supremacy of Indiana by firing scattering shot, while other enterprising cities are using the commercial rifle. What we need here is one big chamber of commerce. The business men are paying dues into several organizations now, but I, for one, would rather pay the aggregate amount into one treasury, for by that method the work could be carried on without duplication and wasted effort. All the present organizations would fit into the chamber of commerce just like the spokes of a wheel into the hub, and the hub actuates all the spokes and they work in unison."

Portland — The Interurban meat market, owned for the past seven months by E. L. Deerduff, has been sold by him to C. W. McLaughlin.

Kendallville—Sam Hess, who for many years has been employed as clerk at the Reyher store, has purchased a half interest from Joe Emrick in his grocery store at the corner of East and Dowling streets, and will resign his position to engage in business with Emrick.

La Grange—John G. Rettenmund, after nine months of successful business in the Dr. William S. Smith building, has become the owner of the clothing and shoe stock of the Elsner department store and is now located in the Elsner white brick

block in the south room. Mr. Elsner has been in business in LaGrange for a dozen years or more, coming here from Sweet Springs, Missouri, where he was engaged in merchandising for fifteen years. He was first located in the room now occupied by N. A. Balch, the clothier, but became the owner of the white brick block a few years ago and has since been located in that building. Mr. Elsner retains the departments of dress goods, ready-to-wear garments for women, carpets and curtains and will continue in the north room of his building. He is an aggressive and enthusiastic business man, loyal to his home town and its interests, and a man of high ideals, both as a merchant and as a citizen. Mr. Rettenmund came to LaGrange from Garrett three years ago and for two years was a salesman at the Reyher Co. department store. About a year ago he leased the Smith building and opened a store of his own, carrying furnishings for men, some ready-to-wear clothing and tailor-made suits. In these lines he prospered, but having it in mind to make his business more general he became the owner of the Elsner stock of clothing and footwear and leased the Elsner south room.

Fountain City—Walter Strong will

assume the ownership of the meat market here Sept. 1.

Pessimism in High Places.

"This country's goin' to the dogs." "Why do you think so?" "Why do I think so? Why, nearly every attorney general we've had lately has wanted to make us obey the laws."

The reason why men do not understand women is because no woman tries to make herself plain.

COFFEE


Don't pay high prices
Buy for cash and get your discount

No salesman's salary. Cash and mail orders talk. Remember only 10 days on all accounts.

Fine Drinking Santos 18½c to retail at 25c
Fine Central America Coffee 22½c to retail at 30c
Pure Mocha and Java 28c to retail at 35c

Coffee Ranch
J. T. Watkins., Prop. Lansing, Mich.

The Reason



—Why it SELLS? That's easy—it's because it has

The Right Selling Quality

That's why

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



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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 19, 1911

PURELY POLITICAL.

Two choice bits of federal patronage have just been passed out with the compliments of Senator William Alden Smith. George Clapperton gets the Revenue Collectorship as successor to Samuel M. Lemon and Andrew Fyfe is named for Surveyor of Customs to succeed Sheridan F. Masters. It is generally admitted that Mr. Clapperton is well deserving of recognition by reason of his long and honorable service to the party. For a quarter of a century or longer he has been a wheelhorse, always ready, always willing and always reliable when there has been work to do, and he has never claimed reward for the services he has rendered. He is of the type of good citizenship any party can boast of and to honor him is a credit. Mr. Clapperton's special and particular service to William Alden Smith was to nominate him for Congress for his first run. That was way back in '96, and every two years thereafter he made the renomination speech until Mr. Smith was advanced to the Senate. It was Mr. Clapperton who invented the pretty fairy story of Senator Smith having once been a ragged, bare-footed boy selling pop corn about the streets of Grand Rapids. He told this story so well and so often that in time not only he, but Senator Smith himself, came to believe it to be true, and it was a factor in Senator Smith's election. As a matter of fact, the only pop corn selling that Senator Smith ever did that anybody knows about was to pick up his circus money. But nevertheless it was a good story and is a good story still, and no doubt will continue to serve a useful campaign purpose.

Why Andrew Fyfe should be named for the custom house is not easy to understand except on the theory that it is an expression of Senator Smith's gratitude for favors yet to be received. In the old Greenback days Mr. Fyfe was one of the most enthusiastic nurses of the "rag baby," and he was rewarded for his services by appointment as clerk of the Superior Court. The Greenbackers gradually merged into the Democracy and, when Grover Cleveland became

President, Mr. Fyfe was a good enough Democrat to receive the custom office as his reward. Now he is a good enough Republican to be Senator Smith's choice for the office he formerly held as a Democrat. As a Greenbacker, as a Democrat and now as a Republican, Mr. Fyfe has been or will be an office holder, which makes a record for which there are believed to be no parallels in Michigan history. E. D. Conger wanted one or the other of the offices that have just been given out, and if party service and loyalty to the interests of Senator Smith count for anything he was deserving of recognition. Mr. Fyfe, however, is publisher of a newspaper, while Mr. Conger is a bank cashier, and Senator Smith is grateful for what he hopes Mr. Fyfe will do for him next year, rather than for what Mr. Conger has done for him in the past. To secure the endorsements of the labor unions to his appointment is said to have been an important influence in shaping the policy of Mr. Fyfe's newspaper in the furniture strike.

A State appointment of some interest is that of Perry F. Powers as State Labor Commissioner and of Wm. H. Boyns, of this city, as Superintendent of the State Free Employment Bureau. These appointments by Governor Osborn are dictated by political expediency solely and exclusively and if organized labor in Michigan had a single honest purpose there would be a mighty protest against such a prostitution of the cause. Mr. Powers is a good citizen and a good business man, but he has not a single qualification other than, political for the office to which he has been appointed. Mr. Boyns has been a ward politician and local boss for several years. He may need the office, but his appointment will mean merely an increased efficiency of the labor department as a part of the political machine. These appointments were not creditable to Governor Osborn. In fact, he ought to be ashamed of them.

THE ONWARD MOVEMENT.

Grand Rapids has reached a wise conclusion in deciding to work for a better and a cleaner city. If we could all pull together to this end, making the open shop our leading commercial asset, we could accomplish wonders. A city where as large a population as possible is made comfortable and happy is the best type of a modern city. When the commercial spirit is leavened by the essence of Christianity, instead of its counterfeit, the city can not fail to receive an immense impetus at the hands of the onward movement.

Good citizens everywhere will rejoice over the vindication of Pinchot and Glavis. It seems like too great a sacrifice to have these strong, able and fearless men removed from Government employ for the clearing up of this situation, but it is worth all it cost to have the truth brought out in this effective manner. The Tradesman has great faith in President Taft, but sometimes it would like to know the true inwardness of his position in this matter.

THE FOREST FIRE.

No one who has not witnessed a forest fire can have any idea of the horrors connected with it. Even on a small scale there is a sense of human helplessness connected with it which places it apart from all other fires and more to be dreaded than any others save those containing explosive material. The dense smoke, shifting with the fitful breeze, suffocates while concealing the danger to workers. Falling trees soon add to the horror of the scene, rendering attempts to check it doubly dangerous. The modern methods of fighting are handicapped if not utterly vanquished and one seems little better prepared to check the forest fire than were the pioneers. Only the elements seem able to cope with it. When a headway has once been gained, and if the wind accompanies rain even then the disaster is not ended.

In its first stages a fire can sometimes be checked by using ordinary garden rakes to clear away the leaves from the edge of the burning mass. Of course, this barrier of dry ground must be well guarded, lest in a single place the flames jump and continue their devastating march. Water poured on the bare ground aids in rendering the work effective, but the full-fledged forest fire is little more easily controlled than the cyclone.

Even after it is seemingly under subjection, the flames may burst out any moment where but the moment before all fire seemed extinguished. Half rotten logs will hold fire for days, weeks or months. A burned district is never safe until everything burnable is reduced to ashes—and even the ashes will conceal and feed the terrible element for a surprisingly long period. Rains may seem to bring relief; but it is one which should not be depended upon absolutely, for only protracted rains will penetrate into the hidden depths.

Eternal vigilance day and night are demanded after the first battle is ended. The force pump here and there where fire is smouldering may save much trouble later. The sawdust heap in which fire has once penetrated can never be trusted again. As an illustration of how it holds fire, one carelessly fired by a transient mill man caused no end of worry to the farmer upon whose land his portable mill was located. For more than a year after the mill was moved the internal fire would break out, threatening everything in the vicinity. Many times he thought it was entirely extinguished, but, like a little Vesuvius, the subterranean fires persisted. Watchfulness and a smothering of the flames by caving in fresh sawdust proved the most effective means of protection, but the experience was sufficient to prove to the owner of the land the treachery in burning sawdust.

The horrors in Northern Michigan—horrors which come to many every year—should be a lesson. Experiences of the past are not re-assuring. The lighted match or half burned cigar cast carelessly aside, the passing locomotive or the deserted

campfire may at any time reduce large tracts of land to desolation. Care and vigilance—every safeguard against fire—should be regarded by everybody. It is a public trust, this anti-fire question. There is great personal responsibility connected with it. It is our duty to see that no act, either of commission or of omission, may be in any possible way responsible for the starting of a fire outdoors. Like the little garter snake, which the native of the jungles of India persisted in killing during his first woodland trip on American soil, "there's no telling how large it will grow."

RESULT OF THE STRIKE.

Organizer MacFarlane and his associates in the furniture strike insist that it is still on, and no doubt they will keep on so insisting just as long as there is a dollar of graft left in the game. As a matter of fact, every factory in town is running except one, which is waiting until the sale is over before starting up. Many good workmen have been coming in from other manufacturing centers, and this week the strikers themselves, seeing their jobs disappearing, are trying to claim them before it is too late. One factory on Tuesday had twenty of its old employes return to work, and reports from other factories have been almost equally favorable. The strike has been thoroughly and completely broken and if there are no places for many Grand Rapids workmen this fall and winter they will have Bishop Schrems and other friends of theirs to thank for advising them to hold out.

The manufacturers, in reorganizing their forces, are doing it on a basis that will insure a larger degree of effective production. During the past two years the disciples of unionism have been preaching doctrines of discontent to the workmen and, under the influence of such teachings, in many instances the men have become shirkers. The manufacturers have long known that they have been imposed upon, that their workmen have been "laying down" on them, that payrolls have increased without corresponding increase in the production, but they did not see how to apply the remedy. In reorganizing their forces the efficiency test will be applied. The shirkers will be dropped out and only those who are willing to do an honest day's work for the pay that is offered will be retained. One manufacturer who formerly employed from 350 to 400 men figures that an equal amount of work can be produced by 250 non-union men, and will not employ to exceed that number this season. Another, who had as high as 425 men on the pay roll, says that 250 to 300 will be his maximum in the future. The indications are that this reform will be comparatively easy to bring about. There will not be enough jobs to go around this season, and there is nothing quite so effective in making men work as uncertainty as to where to find another place.

A man may wear pumps without being on the water wagon.

SATURDAY NIGHT CLOSING.

Again it has been demonstrated that the way to do a thing is to do it. The illustration this time is in the Saturday night closing of the down town stores. Early in the season a movement was started for the closing of the stores during July and August. Some of the business men declared themselves heartily in favor of the idea. Others would do it provided that all closed. A few insisted that Saturday night was their best trading time and refused to even consider the proposition. It looked as though history would repeat itself, that the stores would continue doing business this summer as in the past. Then one of the dry goods stores, a little more independent than the others, announced that its doors would be closed on Saturday nights during the warm weather period. The next day four other dry goods stores made similar announcements and before the end of the week all but one of them were in line. The furniture and house furnishing dealers, the wall paper and picture dealers, the hardware and several others joined the dry goods men in the movement. This gave the Saturday night closing movement a good start. Early in the second week the jewelers decided that keeping open Saturday nights during the summer was unnecessary, and the clothing merchants, who in former seasons have been most insistent upon keeping open, came to the same conclusion at almost the same time, and they were followed by the boot and shoe dealers. The down town grocers also decided to close. The second Saturday night in July found practically all the business places except candy, cigar and drug stores with the doors locked at 6 o'clock. What had seemed impossible of accomplishment by agreement among the merchants was actually brought about, and simply by doing it. The next step will be to extend the Saturday night closing to the other ten months in the year. This may not be brought about this year, but it is bound to come. It is merely a matter of educating the consuming public, and experience has demonstrated that the public is easily and willingly educated and able to adjust itself to almost anything. It was so with early closing during the week and on Sundays, and it will be so with Saturday night closing if only the merchants make up their minds to try it.

The success of Saturday night closing in Grand Rapids might offer a suggestion to the merchants in the smaller towns who still abide by late hours not only on Saturday night but through the week. Usually early closing is defeated by a limited number of merchants who will hang out until midnight for an extra dime. If the merchants who really want to close will do so they will find that the public will be with them and that no trade will be lost. The way to bring about early closing is to close, and this means in the small towns as well as in the cities.

The usual argument for Saturday night closing is to give clerks relief from grinding toil during the summer

months. This argument sounds well and is good in the educational campaign with the public, but, as a matter of fact, the clerks, at least not in Grand Rapids, are not overworked. In this city women clerks are not employed on an average of more than nine hours a day during the week, and in most cases it is less. The real argument is economic. What is the use of wasting gas and energy when it is as easy to educate the people to trade during the daylight hours? Saturday night closing means a material reduction in expense and with the public educated there is no resultant loss in business.

A VICTORY FOR GAME.

Through the direct instigation of W. T. Hornaday, who sees the complete extermination of our insect eating birds before us in a decade unless drastic measures intervene, the New York Legislature has just passed a law which is as surprising as pleasing to all lovers of nature. The Bayne-Blauvelt bill, so-called for those most active in securing its passage, makes it no longer possible to sell within the limits of the State any wild game save hares and rabbits—which are voted as a nuisance to fruit growers—no matter where it was captured.

Since New York City has long been the dumping ground for the immense numbers of wild game of various sorts that are every year growing more and more rare in their native haunts, this strict rule will come as a direct blow to many. Yet it is needed if we are to preserve the native birds and animals from extermination.

That the victory was so easily gained is a matter of great surprise even among the most staunch friends of the movement. The extreme need of the measure has been felt for years, but the seeming uselessness of attempting it has retarded work. Yet when the subject actually came to the test the other day only a single dissenting voice was heard, so strong was public feeling back of the whole thing.

Individuals, biased by private interests, may fight against protective measures for the wild game, but public sentiment is surely assuming a healthful attitude. The natural resources of the country are more and more fully appreciated. We sometimes fail to get our eyes open until after an irreparable mischief is done. Nature would maintain a nice poise of adjustment. But when man has his own way, guns and dogs soon overturn this balance. It is only when rigid law interposes that we may hope for a preservation of our treasures.

What money will earn if left to accumulate has just been demonstrated in Orange county, N. Y., where the sum of \$20,000 is being divided in accordance with instructions contained in the will of a resident of that county who died 100 years ago, one provision of which was that \$100 should remain intact with its accumulation for 100 years, when it should be divided as directed.

WOMAN ON THE FARM.

She is receiving much of commiseration and sympathy from the outside world for which she has little use. The more she sees of conditions in the many stages of life, the more fully satisfied she is with her own lot. Rural delivery, telephone, trolley and auto are fast placing her in touch with others. Schools, churches and social privileges and many of the luxuries of life are coming her way. She sees that in many directions her horizon is broadened. While her mother and grandmother shrank from contact with the city cousins they were so sure to disgrace by old fashioned garb and ideas, her clothing compares favorably with that of the middle class in the city, while her home is more commodious; her table loaded with luxuries which she never so fully appreciates as after a visit to town, where even the tiny apple which she considers only food for the chickens and pigs costs money.

Through co-operative methods, her dairy products are worked up in the factory. Invention has lightened the ordinary household duties. She does not have to spend a goodly slice of her income in buying fresh air; her children have a playground of unlimited size; there is a good demand for the surplus from garden and orchard, poultry and dairy products.

While the household duties are greater, especially during harvest, social forms are less binding. The burden is growing lighter in many ways. Yet in one, many find it increasing—and this through a source quite unsuspected by those who are the unwitting cause of it: The summer visitor, uninvited, unmindful of the fact that this is harvest, but thinking only of the fresh berries and the fried chicken, should look well to the fact that the rich cream and the golden butter represent the cash income of the farmer's wife. That she may not enjoy the added duties imposed more than would they if she should see fit to invite herself to their home in the holiday rush

THE HUMAN ELEMENT.

There are those who may be pardoned for failing to recognize a face seen a second time. But the salesman is not included in this list. He is expected to remember those who remember him. Very many who enter an establishment once a year do remember the man from whom they made their purchase. If it was satisfactory, they go back as to an old friend. If the friendly reception is lacking, the cut becomes a personal one. Even although the greeting is cordial, the personal element will be missed. Mr. Smith feels flattered if his identity is recognized, as surely as he feels snubbed if he is not remembered.

A lad mentally defective imagined that he was a police detective and that to remember forever a face which he had once seen "was a part of his business." So thoroughly did he carry out this maxim that the faculty seemed almost phenomenal to observers. Yet the power may be equally developed by almost anyone

who is willing to make a little exertion. Of course, some have the natural ability, while with others it may be wholly acquired. Some remember names with facility, while faces linger longer in the memory of others.

With the salesman the two should be banded together. To be able to say only, "Your face looks familiar, but I can not speak your name," is not half as effective as to confidently extend the greeting, "Good morning, Mr. Fairbanks." This proves clearly to the customer that he is of more consequence than one of a dozen peas in a pod, to be forgotten as soon as he has tendered the necessary cash for the purpose. The store becomes to him more than a mere machine for turning out necessary goods. There is in it the human element. There is mutual interest. He will be quick to see an excuse for a return.

THE PUBLIC BATH.

Some of our cities are finding the public bath one of the best of investments in more ways than one. We have all learned the old adage that cleanliness is next to godliness and we believe it in a way. That is, we know that it is one of the elements in success. Public sentiment no longer tolerates the reverse condition.

Only in a measure do we appreciate how much of new life and invigoration the bath may give to the one who has been raised in the slums. Only the other day we noticed a group of little ragamuffins following in the wake of a street sprinkler and shouting with glee as the showers of cold water came upon them. This was more than mere play. It felt good to them to get cooled off on a day when everyone was trying to keep cool, and few were meeting with success. Although it only meant a cooler atmosphere without any pretension to increased cleanliness, those children felt a bit freshened as a result of the shower bath.

In our own experience the bath means rest and comfort. Nothing else quite takes its place. Were the toppers who throng the streets, striving to quench their thirst in the sweltering weather through alcoholic drinks, placed in this sort of a cooler before ready to be taken into custody by the authorities there might be a reformation of more worth than mere physical appearance, great as that may be. Poor water has been held responsible for the maintenance of many beer gardens, and the bath is but another helpmate for the drinking fountain. Hygiene calls for it. The laws of common decency demand it. It will be found a staunch friend of moral law; a promoter of more work and less loafing. For as it brings renewed life physically, it tends to shut out the degrading forces.

A Boston scientist has figured out that one healthy fly will, in the course of the summer, produce 195,312,500,000,000 other flies. In the light of the knowledge of their destructive power, it is a wonder there are any human beings left.

Financial

Furniture Strikers Are Not Patrons of Banks.

Bank directorates that do not direct are receiving attention from Washington. Banks whose directors do not meet at regular intervals or whose directors or discount committees do not give proper attention to the business will be subject to more frequent visitations from the examiners and will also receive none too gentle admonitions from the National bank authorities. This is eminently proper and it may be added that the banks in this city, conscious of well doing, applaud the action. In this city the bank directorates, National and State alike, meet regularly. In some the full directorate assembles once a week, in others it is only the discount committee that meets weekly, while the entire directorate meets once a month. There is not a bank in town in which the directors are figure heads. They take an active, responsible hand in the business. The presidents are the executive heads of the institutions, but not a bank president here assumes to be the whole thing, nor is there one who does not take counsel with the directors in all matters of importance and even in minor matters. The executives naturally have much freedom of action—and they should have—but they share their responsibilities with the elect from the stockholders. Not only are the directors in close touch with current business, but it is the established custom here for the directors to appoint committees to make a thorough examination of the bank's affairs. These examinations are usually more exacting than any the bank examiners can make, going into details that the examiners know nothing of.

The Comptroller of the Currency is out with a suggestion that might well have been offered long ago had somebody thought of it. This suggestion is that the clearing houses in the leading cities employ examiners of their own and that in the smaller cities the National and State banks co-operate in the employment of such examiner. To a large extent the banks in a city are all in the same bag. If one of them is in danger the others must stand by to help. If one goes down all suffer. Reckless or unsafe banking by one institution may imperil all the others. The clearing house in itself represents co-operation and the appointment of an examiner to look into the affairs of the banks affiliated in a single association is but carrying the co-operation idea to its logical conclusion. The clearing house examiner would not only be a safeguard against bad banking, but he would be a protection to the banks against overcredits. The examiner who found the same paper in several banks would be in a position to

sound a timely warning, and he could do so without violating confidences. There have been instances in this city when a clearing house examiner, acquainted with local conditions, could have saved the banks serious losses, and such instances are likely to occur at any time. The banks in this city work together in fairly good harmony, but there is nothing to prevent an aspiring individual or corporation going the limit in three or four different banks and, in the event of failure, hitting them all. In this city the expense of a joint examiner would not be more than \$300 or \$400 for each of the banks, as an average, and who will say the banks would not get the worth of the money in the greater security they would enjoy.

Michigan now has twenty postal savings banks, or will have when the orders have been carried out. These banks will be in Charlevoix, South Haven, Escanaba, Cheboygan, Mt. Clemens, Boyne City, Greenville, Petoskey, Manistee, Bad Axe, Albion, Benton Harbor, Big Rapids, Sturgis, St. Clair, Allegan, Mt. Pleasant, Niles, Paw Paw and Ishpeming. In some of the towns more than one bank has been named as a depository for the postal bank funds. The larger cities in the State, Detroit, Grand Rapids, Muskegon, Saginaw, Lansing and Kalamazoo, have not yet been put on the list, but they will come in time. One phase of the furniture strike in this city might suggest that Grand Rapids needs a postal bank about as much as any town in the State. The furniture strikers are mostly foreigners and, although the strike has been in progress three months, it is a remarkable fact that the banks have not suffered to any extent in their deposits by reason of withdrawals. The conclusion to be drawn from this is that these workers have been carrying their surplus funds in their teapots and socks instead of in the banks. The Grand Rapids banks are absolutely safe, but many of the foreigners are suspicious of all banks. If the postal bank were established, with the Government back of it, they might put their money into circulation instead of hoarding it.

The New York Way.

A beautiful statuesque blond left New York to act as stenographer for a dignified Philadelphian of Quaker descent. On the morning of her first appearance she went straight to the desk of her employer.

"I presume," she remarked, "that you begin the day over here the same as they do in New York?"

"Oh, yes," replied her employer, without looking up.

"Well, hurry up and kiss me, then," was the startling rejoinder. "I want to get to work."

Kent State Bank

Main Office Fountain St.
Facing Monroe
Grand Rapids, Mich.

Capital - - - - \$500,000
Surplus and Profits - 250,000

Deposits
6 Million Dollars

HENRY IDEMA - - - - President
J. A. COVODE - - - - Vice President
A. H. BRANDT - - - - Ass't Cashier
CASPER BAARMAN - - - - Ass't Cashier

3 1/2 %
Paid on Certificates

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

Merchant's Accounts Solicited
Assets over 3,000,000

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.



Grand Rapids National City Bank

Monroe and Ottawa Sts.

Capital \$1,000,000
Surplus 350,000

City Trust And Savings Bank

Campau Square

BRANCH
Monroe and Division Sts.

Capital \$200,000
Surplus 40 000

The capital stock of this bank is owned by the stockholders of the GRAND RAPIDS NATIONAL CITY BANK.

We Buy and Sell Timber and Public Utility Bonds

Gas, Electric, Telephone and Industrial Stocks

We will be glad to send you our weekly quotations

Kelsey, Brewer & Company
Investment Securities
401 Mich. Trust Bldg., Grand Rapids, Mich.

Capital
\$800,000



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Our Savings Certificates

Are better than Government Bonds, because they are just as safe and give you a larger interest return. 3 1/2 % if left one year.

There is Nothing in Safe Banking that we Cannot Perform

PEOPLES SAVINGS BANK

OF GRAND RAPIDS, MICHIGAN

RESOURCES	Condition May 15, 1911	LIABILITIES	
Loans	\$1,796,212 34	Capital Stock	\$ 100,000 00
Banking House	35,000 00	Surplus	100,000 00
Cash and Clearing House Items	131,604 98	Undivided Profits	15,517 26
Deposits with Reserve Agents	271,622 67	Deposits	2,018,922 73
	\$2,234,439 99		\$2,234,439 99

Savings Department Reserve 18%

Commercial Department Reserve 27%

THE FOURTH NATIONAL BANK

UNITED STATES DEPOSITORY

GRAND RAPIDS, MICHIGAN

OFFICERS

WM. H. ANDERSON, President
JOHN W. BLODGETT, Vice Pres.

L. Z. CAUKIN, Cashier
J. CLINTON BISHOP, Asst. Cashier

This bank pays 3 per cent. on Savings Certificates if left 6 months, and 3 1/2 per cent. if left one year.

On Savings Books we pay 3 per cent. if left three months and compound the interest semi-annually. We solicit your patronage.

ON THE MUSKEGON.

Reminiscence of Early Days in the Lumber Woods.

Written for the Tradesman.

"It hardly seems thirty years since I worked in the woods for Swartz & Seaman," said the portly little hardware dealer, smoking his cigar with a gusto born of a liking for the weed. "I was a lumberjack all right enough and saw a lot of fun as well as hardship in the woods.

"First I went as a chore boy, helping the cook, looking after the woodpile, making myself generally useful. Later on I went into the company's store as a clerk, and I imagine I filled the bill all right, although the store boss set me one side because I wouldn't wink at dark transactions of his, which, however, I didn't peach to the bosses, knowing well enough that a green country boy, late from the mossback districts, would stand no show as against the word of an old-time employe."

"So you let the fellow go on stealing from his employers without let or hindrance?" dipped in Sol Sidecomb, the salesman of harness and fixtures for a metropolitan company. "I should have thought—"

"Not too fast," interrupted the hardware man. "He wasn't robbing his employers; it was the general public he was doing without the consent of the firm for whom he worked. He'd sell two kinds of tea out of one box; several kinds of tobacco from one barrel; had, in fact, two or three prices for the same article of goods. I didn't like it so quit before I was bounced. From the store I went to the shanties. I am free to confess that I liked this last work the best of all."

"Yet it was much harder work, it seems to me," suggested a second drummer. "I remember one winter's experience in the woods completely cured me from wanting to be a lumberjack."

"Did they dub you a lumberjack, Sam?"

Ben McArdle spoke with his cigar removed, his steel-gray eyes turned enquiringly upon the other. McArdle was a fine, whole-souled man of middle age, one of Nature's nobleman, so hard for him to say no that he could not succeed well in any business. His credit was moderately good, however, and he was the life of any company.

"If they did," continued MrArdle, "you must have been in the woods late in life. There were no lumberjacks in my day—simply woodsmen, divided into swampers, cutters, skidders and sawyers. Life in camp was enjoyable as well as filled to the brim with hard work."

"That's all right, too," agreed the other, "but the little fun I got out of it didn't repay me for the tough work; no more of it for me, thank you. I think there were no lumberjacks, as you say, but we got the name of being toughs and ruffians. Lots of whisky was smuggled into camp, resulting in a good many quarrels and some bitter fights. One man was nearly killed while I was there in a fight with a big Swede. It was too fierce for me."

"And you were out only one winter?"

"That's all."

"Kind of strange you had such a rough time," grunted McArdle. "Why, I was in the woods off and on for a dozen years, during which time I never saw any such roughness as you speak of. To be sure, there were men in the camps who were profane, given to cards and liquor, but in the main they were good fellows and seldom meddled with their neighbors. There was, of course, more or less rude fun and joking that was not always pleasant. There were the scuffles, wrestling and rude games. I considered myself pretty good as a wrestler for my size at the time.

"Once, while I was yet in the store, I had an encounter with a wild-eyed Swede named Jack Swenson. He was almost a giant in size and all the men were afraid of him. He was good enough when sober, rather given to funmaking. In his cups he was disposed to be ugly. He came into the store one day rather the worse for liquor and, fool-like, insisted on kissing a young halfbreed woman who was in the place doing some trading. I, of course, objected. The woman screamed and started to run. Swenson caught her in his arms and would have kissed her had I not flung a hard yarn ball at his head—one the boys had used at school and left in the store by mistake—which hit him square in the eye.

"With a yell Swenson dropped his captive and made for me. I was small for my age but quick as a cat. I dodged behind a barrel, snatched up a big Irish potato that lay near and let drive at the wicked Swede. I had better luck this time since the potato struck him on the temple, knocking him down. I then got on top of him, succeeding in binding his arms and legs with a bedcord the halfbreed woman was nery enough to toss to me.

"After that I rolled the bully under the counter and left him for half a day while I waited on customers. The fellow never made a peep, he was that full of poor whisky. Like enough that is why he toppled over so easily. At any rate, I held him a prisoner until some of his mates came in from the shanty in search of him. The story got out, after which 'Little Benny' was a sort of hero among the pine woods folks.

"From the time I went into the woods until I came out I never had another near fight, as it might be termed. Wrestling, however, was my best holt. I threw every man in camp and some of them outweighed me fifty pounds. My reputation as a wrestler followed me for a long time, but I never set much store by it. I got to be a shanty foreman, filling that place during the three last years of my woods life. I had some fun as well as annoyances from green hands.

"I call to mind a couple of natives of Norway who came up the river looking for a job. Needing men I hired them. The first day I set them to sawing. Being called away I did

not see my new men until night. When I did they showed me their saw, with both handles twisted off, telling a pitiful story of how hard they had worked. Of course, the saw would often bind in the cut and the poor fellows pulled and sweat drawing that pinched sheet of steel until they wrenched off the handles. Just a word would have set things right. I taught them how to use a wedge, after which they experienced no trouble, and in time became two of the best men in the woods."

Old Timer.

Why the Stars Twinkle.

Perhaps you remember that in youth some kindly elder soul took you into the darkness of some glorious summer night and pointed out the stars and planets, telling you glibly enough that the unwinking star overhead was a planet, while "that blue one down there which twinkles" was a star. The fact that the planet shone only or mainly with reflected light, while the star "burned," was supposed to explain the twinkling, as against the steadfast radiance. Even this young illusion is dispelled by a British scientist, who says:

"The twinkling of the stars is chiefly an effect produced in our atmosphere upon the waves of light. It is due to currents and strata of air of different densities intermingling and floating past each other, through which the light passes to the eye. It is seen much more in cold than in warm weather, and near the horizon more than overhead. The same ef-

fect may be seen by looking out of a window over a hot radiator, or at a candle held on the other side of a hot stove, so that one must look through a body of highly heated air at the candle flame. The flame will be seen to waver and quiver. The various layers of air are at different densities and in motion. Rapid twinkling of the stars is a sign of a change of weather.

Is Everywhere.

A Sunday school teacher was explaining to the infant class that God is everywhere, when a bright little tot spoke up:

"He came to our house yesterday to sell us tomatoes."

"Why, I don't understand!" exclaimed the teacher. "How do you know God was at your house?"

"'Cause," replied the tot with a wise nod, "when He knocked mamma opened the door and said, 'Oh, Lord, we don't want any tomatoes!'"

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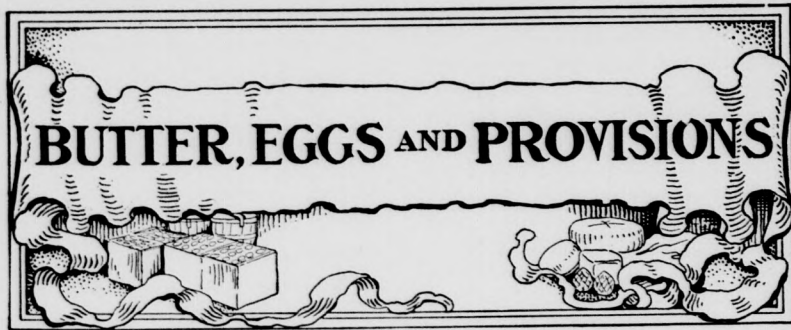
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How To Treat Some Dairy Troubles.

Red Water.

Give the cow 1 to 1½ oz. of tincture chloride of iron in a quart of water three times daily, drench. Give her food rich in nitrogen such as bran and clover and see that the water she drinks is of the best quality. Keep her indoors for a while.—Dr. Hartwig.

Red water takes its name from the high coloring of the urine. The best remedies are those which excite the different organs of the body to healthy action. One simple remedy is a quart of hot vinegar to which has been added an ounce of cayenne pepper. Another is a half pound of silypery elm mixed with a quarter pound of lobelia and made into a poultice with boiling water and placed over the kidneys.—Dr. Schaffer.

Chapped Teats.

Vaseline is one of the very best materials to place upon the chapped parts. A combination of equal parts spermaceti and sweet oil is also good. If healing is slow, ten grains of balsam of Peru should be added to each ounce of either the vaseline or the spermaceti and sweet oil. When a healthy scab is formed it should be bathed daily with vaseline to prevent it from becoming too hard.—Dr. Wallace.

Scouring.

Usually the addition of a liberal amount of dry feed, such as hay or corn meal fed dry, will balance the grass ration so the scouring will not be so pronounced. If this fails, give a dram of carbonate of ammonia in the dry feed night and morning. A liberal amount of pulverized charcoal given once or twice each day in the dry feed is also an effective remedy. Breaking a couple of raw eggs in the dry feed once each day has been attended with good results by a number of dairymen.—Dr. Williams.

Black Leg.

Saltpeper is, perhaps, one of the most simple and effective of all remedies. To a calf four or five months of age, give from a quarter to a half ounce as a dose once each day. Cut into the affected part and rub in a little saltpeper till the blood starts and turn the calf loose in the lot.—Dr. Trotter.

Lice.

An Illinois farmer sends the following as one of the best remedies for lice on the dairy cow he has ever tried: Crude carbolic acid, one ounce; soft soap, one quart; sulphur, two ounces; water, one-half gallon. Mix well and apply to the parts frequented by lice. If soft soap can not be procured, shave a bar and a half of hard soap into a half gallon of water and dissolve it by allowing the water to

boil over the fire. If the hard soap is used, no water, except what is used in dissolving the soap, need be applied to the final mixture as is advised when soft soap is used.

Bloody Milk.

If the cow's milk is bloody at the time it is drawn from the udder, it may be ascribed to an injury of the udder in which one or more of the blood vessels were ruptured. Care in milking and the application of cold water to the affected quarter once each day are simple, effective remedies. If the milk shows no signs of being red when it is drawn, but after standing in the jar for several hours becomes red or shows bloody sediment in the bottom of the jar, the trouble is caused by the rapid development of an organism which was in the milk in limited numbers when it was drawn, but multiplied till there were enough of them to color the milk. A change of feeding methods and of drinking water and a dose of epsom salts once each day for a week have been known to correct the trouble.—Dr. Schaffer.

Uses of Milk in the Bakery.

The uses to which milk is put in the bakery are many and varied, and thus the question of purchase of milk is one which should receive much attention. In the first place, the confectioner should see that he gets that for which he pays, both in quantity and quality. Milk should be put into gauged churns or cans to ensure correct measure, and a few test tubes with a lactometer should be provided to find out if water has been added. Skimmed milk should be just as it is left after the cream has been removed, and should not contain added water. Buttermilk should also be as it is turned out of the butter churn. To ensure this it is well to deal with a dairyman in whom implicit confidence can be placed. Dried milks are much to the fore now, and are proving themselves to be useful, convenient and reliable. When buying dried milk the most important point to note is that of solubility in water. So many otherwise good dried milks fail when this test is applied, and although it may be urged that in some cases it is unnecessary to dissolve completely, there are times when it is advisable, and men in a hurry can hardly be expected to waste much time in elaborate efforts to dissolve powder in water. Soluble dried milks can be produced, and the buyer will do well to see that he gets them. Sour milk should not be thrown away, as it is very useful for scones, cheap school cakes, etc.

The Dairy Cow.

The dairy cow does more than bring financial success to the dairy farmer. She makes him a better citizen than he would otherwise be. Her influence upon home conditions is a most pleasing contribution to those factors which are responsible for the changed conditions which prevail in the farm homes of to-day. Thousands of these homes are now characterized by comfort and happiness, where formerly they were blighted by drudgery and unhappiness.

Better financial conditions have contributed to this change, and the dairy cow has been in no small measure responsible. She has contributed in still another way. The dairy cow teaches kindness. Her owner soon learns that only by treating her kindly can he secure the highest possible returns from her, and she responds quickly to kind words and proper care. Her disposition is one that the human family might well emulate. She is patient and long-suffering, acquiescing mutely in the arrangements made by her owner for carrying on the dairy business, striving at all times to repay him for every effort made for her care and comfort.

The members of the family, as they come in contact with her and her kindly disposition, are influenced for good. As they appreciate the financial benefit to come for caring for her well they take a deeper interest in her. In doing so they unconsciously cultivate those qualities which make them better citizens.

The dairy cow—the prototype of man's best friend—is wielding a greater influence than she is generally credited with. She has always been found in the front ranks in the march of civilization and no agricultural country can long prosper with-


out her. She is a potent factor in the upbuilding of such a country, financially and socially, and a wise people will appreciate her and encourage the industry of which she is the foundation.

A girl who isn't stylish may look swell when she has the mumps.

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COTTAGE CHEESE.

Popularity of This Food Product Fast Increasing.

Prof. John Michels, dairy husbandman of the North Carolina Agricultural Experiment Station, has issued Bulletin No. 210 which treats of the "Improved Methods for Making Cottage and Neufchatel Cheese."

The consumption of these two food products is steadily on the increase. As their digestibility and nutritive value become better understood their popularity will continue to increase.

The manufacturing of cottage cheese is nothing new but the manufacturing of it under scientific principles is new. Prof. Michels in this bulletin treats it in a scientific way which undoubtedly adds much to the palatability and healthfulness of the food. While the bulletin is too long to be given in full, the following are some of the most important things for those to know who desire information along this line:

Hitherto no definite method has been employed in the making of cottage cheese, which, no doubt, is largely due to the fact that its manufacture has been almost entirely confined to the home. The method in common use consists essentially in placing curdled milk either heated or unheated, in a linen or cotton cloth bag which is hung up in some convenient place to allow the curd to drain.

Where cheese is to be made on a commercial scale, this method has not been found satisfactory. After much experimentation, we have succeeded in developing a method which has proven perfectly satisfactory in making cheese for city trade, and which it is felt can confidently be recommended for use by dairymen in general. The successive steps in this process are described in the paragraphs following.

Souring the Skimmilk.

Where from ten to twenty pounds of cheese are to be made at one time, the skimmilk is most satisfactory soured in four to eight-gallon shotgun cans which have a uniform diameter of from eight to ten inches. Enough pure culture or lactic acid ferment is added to sour the skimmilk in about three hours at a temperature of 100 degrees F. As a rule, one gallon of culture to every four gallons of sweet skimmilk will accomplish the souring in the given time.

The culture should be vigorously stirred and then thoroughly mixed with the skimmilk. As soon as this has been done the cans containing the mixture are placed in a tank of water. In heating the skimmilk to 100 degrees F. the water in the tank should never exceed 110 degrees F. The high temperature employed in souring the skimmilk has several advantages: (1) it hastens the souring process; (2) it causes the skimmilk to curdle with less acid, thus making a milder cheese, and (3) the curd may be stirred as soon as curdled without danger of diminishing the yield.

Where large quantities of cheese are to be made, the skimmilk should be soured in a common cream vat with an open end, which is usually

used for adding ice to the water underneath. In the manufacture of cottage cheese, this open end is necessary in order to observe temperature of water used in heating the milk and curd.

Cutting the Curd.

After the milk has thoroughly thickened it should be broken up, with a knife preferably. Knives used for cheddar cheese making are best. Where small quantities of cheese are made, a stirring rod like that described below will break up the curd satisfactorily.

Heating the Curd.

As soon as the skimmilk has thoroughly curdled, the curd should be raised to a temperature of 104 degrees F. by heating the water surrounding the curd to about 115 degrees F., and care should be taken never to heat above 120 degrees F. During the heating the curd should be constantly stirred with a stirrer consisting of a four-inch heavy tin disc attached to an iron rod. Where a cream vat is used, the stirring is done by hand. When the curd has reached a temperature of 104 degrees F. the water surrounding it should be removed and the stirring continued at intervals for forty minutes more, after which it is ready to drain.

In case the curd seems unusually soft, as is not infrequently the case, it will be an advantage to heat as high as 108 degrees F. However, care must be taken when high temperatures are employed as they are apt to result in a tough curd.

Draining the Curd.

This is best accomplished in a tin strainer with perforated sides and bottom. The strainer should be of ample size to hold conveniently all the curd, and to expedite drainage. A piece of cheese cloth should be spread over the strainer before receiving the curd. The latter must be hand-stirred as soon as it reaches the strainer, but the stirring should be done very carefully at the start to avoid loss by mashing particles. Continue the operation until the curd is firm enough to prevent the particles from sticking together, which usually requires about five minutes. When proper firmness is reached, the curd is wrapped in the cloth strainer and squeezed with the hands until most of the whey has been removed. This operation requires only a few minutes, and care must be taken not to press the curd too hard.

Originally it was found necessary to grind the curd after pressing. This operation may be eliminated, however, by squeezing the curd until it can be readily granulated (without stickiness) with the hands. A little too much moisture is indicated by toughness and stickiness of the curd. Further squeezing will rectify the trouble. On the other hand it is important not to get the curd too dry, though it is possible to overcome this by more soaking with milk or cream which will replace the extra moisture lost.

Salting.

When the curd has been squeezed dry enough, and is thoroughly granulated by rubbing and mixing with the hands, salt should be added at the

rate of about one ounce per 6 to 8 pounds of cheese. Carefully mix the salt and curd and then proceed to soak the curd with milk or cream. Soaking.

Now soak the curd with sweet, preferably pasteurized milk, until the curd assumes a moist condition. The amount of milk required for this purpose varies from one and one-half to two quarts for every ten gallons of skimmilk used. Two-thirds of this should be added immediately after salting, after which the curd is set aside for at least ten minutes when the soaking may be completed.

The amount of milk to be added to the curd varies somewhat from day to day, depending upon the amount of moisture left in it before salting. The rule to follow is to leave the curd fairly wet, but not so wet as to have the milk drip from it. If the cheese is to be kept a number of days, it is best to leave rather dry by soaking less.

Cream Cottage Cheese.

A high quality of cheese is secured by soaking the curd with cream instead of milk. Many customers will gladly pay the increase in the price necessitated by the addition of cream instead of milk. The cream cottage cheese is preferably packed in tumblers.

It is not difficult for a man to see his affinity in a woman with an obese bank account.



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COMMON SENSE.

Instances Where It Is Better Than Nerves.

"You may talk about your heroes, your brave men and trainmen who are not afraid of anything," remarked the division superintendent, "but I'll take 'em with common sense and presence of mind.

"Of course," he remarked, as he settled back into his chair for a few minutes' relaxation from the cares of running two hundred miles of railway, "I'm perfectly willing to praise a brave deed or a daring feat—if it does the company good. But we do not reward our men just because they deserve a hero medal for some brave act which they would not have had to perform if they had shown presence of mind in the first place.

"It's a ticklish proposition sometimes to determine just what is bravery and what is only recklessness. It wouldn't make a bit of difference on this division if a man was a hero if he had shown he was reckless. We don't care to have the Dare-devil Dicks around. They are too dangerous.

"But give me the man with presence of mind and I'll show you a trainman who will get himself out of any tight pinch.

"I know what presence of mind means. Over on an Indiana electric line a couple of years ago one dispatcher happened to possess a brain—a rare attribute, you can be sure. One day, after a night at 'double trick'—he had been working without sleep twenty hours or more—he made a mistake.

"He sent an eastbound limited out with orders to meet a westbound local at a certain siding. Then he gave the local orders to meet the other car at a siding half a mile west of the point where the crew of the limited expected to pass the westbound car.

"Two minutes later he realized his mistake. He knew the local, speeding west, would collide with the faster car before it could reach the siding which its crew supposed was the meeting place.

"As it happened, the dispatcher had indicated different sidings, each at the end of straight track stretches which approached a long curve. He knew the collision would occur on the curve, at a point where the crew of neither car could see the other until the two trains were so near together that an accident could not be prevented.

"If the dispatcher had been one of those 'brave' men who lose their heads and start to be heroes, probably half a hundred persons would have been killed or maimed. But he was of a different sort. He realized his mistake and knew he had but a minute to act.

"He grasped a telephone, called for the engineer of the nearest power plant and had him shut off the current. Both cars stopped. Their crews stood idly by for a few minutes, expecting the current would be turned on at once. When they saw the delay was becoming serious, one

man from each of the crews ran back to the nearest telephone.

"What's the matter with the 'juice?' they asked the dispatcher, the two calls coming in from the different telephones at almost the same instant. 'Jones, the limited, is just around the curve,' he told the motorman of the local. Then he imparted the same intelligence to the motorman of the faster car.

"Both realized their close call. The accident was, of course, prevented, but the delay must be accounted for to the superintendent.

"The dispatcher was the first to report it and to explain his mistake in ordering the cars to meet at different sidings. But they did not 'fire' him. He had shown presence of mind. There wasn't one man in a hundred who would have thought of shutting off the current. Most of them would have ordered the wreck train, notified physicians, and have permitted the cars to go to smash.

"Sometimes common sense and bravery are combined. I once knew a station agent and telegrapher at a little town in Missouri, a number of years ago, who prevented fatalities and thwarted a gang of train robbers by his presence of mind and daring.

"His name was Wilson. He had been agent at the town several months and was working nights. It was a little after midnight, one morning in October, when Wilson, sitting at his instrument, glanced around at a masked man pointing a revolver at his head.

"Wilson took it rather calmly. 'What the 'h—,' he said. 'Oh, nothing,' said the robber, 'only you'd better disconnect all those instruments. I know the code and I know how to deaden every wire on the line. So don't try anything funny. Just pull out all those plugs.'

"Wilson obeyed. He suspected, as afterward proved true, that the robber was not alone, and believed resistance would be useless. After he had finished the job of putting the wires out of business at his station, he was bound by the robber and a companion who came into the station just as the work of wrecking the telegraph for the night was completed. Then they stuffed a wad of engine waste into his mouth.

"He heard them discussing their plans outside the station and learned they had piled ties on the track a mile down the right of way and that they intended to rob and wreck the express train, which was due in a few minutes.

"Wilson struggled to loosen his bonds when he heard the robbers walking away toward the scene of the expected wreck. He succeeded in freeing himself just as he heard the whistle of the limited coming down the grade. He ran to the door, saw it would be too late to flag the train, as he could not reach a semaphore in time.

"Very fortunately the engineer had slackened his speed down to twenty-five miles an hour or so, as he always did when going through the town where Wilson worked. This made it easier for the agent. He

ran to the edge of the platform and, just as the observation car passed, made a lunge for the brass railing—and held on.

"He afterwards told me that it nearly tore him to pieces, but he stuck, gained breath and pushed open the door. He did not wait to call the conductor, but grasped the bell cord and jerked the signal for the engineer to stop.

"The express slackened its speed and finally came to a complete standstill. The conductor came running back through the cars to learn who had dared to pull the bell cord. Just inside the door of the observation coach he found Wilson, with the porter and a passenger lifting him to a seat.

"Then the dispatcher explained. The conductor told the engineer, and, between them, they arranged a plan. The train would back into the station and Wilson would connect the wires and inform the superintendent, who would send a train from the other direction to trap the robbers.

"The plan worked—just so far. The other train was sent, but the robbers must have been 'wise' that something was wrong. They skipped. The relief crew found the pile of ties, but no train wreckers.

"Wilson's presence of mind got him a new job, twenty dollars a month more, I believe. He is chief dispatcher now." H. L. Rennick.

The Things We Know.

In courts of law the phrase, "I believe," has no standing. Never a witness gives testimony but that he is cautioned thus: "Tell us what you know, not what you believe."

In theology belief has always been regarded as more important than that which your senses say is so.

Almost without exception "belief" is a legacy, an importation—something borrowed, an echo, and often an echo of an echo—as a suggestion of the creed of the future.

I submit this—I KNOW:

That I am here

In a world where nothing is permanent but change,

And that in degree I myself can change the forms of things

And influence a few people;

And that I am influenced by these and other people;

That I am influenced by the example and by the work of men who are no longer alive,

And that the work I now do will, in degree, influence people who may live after my life has changed into other forms;

That a certain attitude of mind and habit of action on my part will add to the peace, happiness and well-being of other people.

And that a different thought and action on my part will bring pain and discord to others;

That if I would secure reasonable happiness for myself I must give out good will to others;

That to better my own condition I must practice mutuality;

That bodily health is necessary to continued and effective work;

That I am largely ruled by habit;

That habit is a form of exercise;

That up to a certain point exercise means increased strength or ease in effort;

That all life is the expression of spirit;

That my spirit influences my body, And my body influences my spirit;

That the universe to me is very beautiful and everything and everybody in it is good and beautiful, when my body and my spirit are in harmonious mood;

That my thoughts are hopeful and helpful unless I am filled with fear,

And that to eliminate fear my life must be dedicated to useful work—work in which I forget myself;

That fresh air in abundance and moderate, systematic exercise in the open air are the part of wisdom;

That I can not afford, for my own sake, to be resentful or quick to take offense;

That happiness is not possible without moderation and equanimity;

That time turns all discords into harmony if men will be but kind and patient.

And that the reward which life holds out for work is not idleness nor rest, nor immunity from work, but increased capacity, GREATER DIFFICULTIES, MORE WORK.

Elbert Hubbard.

Fly Drums.

A contemporary recently gave the following method of preparing such a contrivance: Roll a sheet of sticky fly paper into a cylinder, with the sticky side in. Roll this cylinder in one thickness of crepe paper, which should extend about two inches beyond the open ends of the fly paper drum. Cut the protruding edges of the crepe paper into a fringe and curl each tongue of the fringe inwardly. Run a twine or ribbon through the drum and suspend horizontally from the lighting fixtures, top of shelving or from the ceiling, as may be desired. It is well known that light paper drapery will in itself draw and hold flies. The flies are attracted to the fringe of the drum and then crawl inside, where they are caught by the sticky interior and kept out of sight.

Inedible.

An unwise Providence had guided Giles toward a fairly fashionable restaurant.

He could not understand a word of French, but, determined that he would not unnecessarily display his ignorance before the waiter, he pointed to an item, and said:

"I'll have some of that, please."

The waiter looked compassionate. "I'm sorry, sir," he said, gently, "but the band are playing that just at present."

There are two kinds of waste. The first is the waste of paying too much for things which are bought—too large an outgo. The second is the waste of receiving too little for those things which are sold—too small an income.

A Massachusetts genius has turned out a combined pick and stopper to remove paper caps from milk bottles and then form a substitute for them.

Tells Who Sold the Most



ONE of the merchant's hardest problems is keeping clerks interested in selling goods. A modern National Cash Register tells how much each one sells.

This creates a friendly rivalry which results in increased sales and increased profits to you.

Modern National Cash Registers give you information about clerks' ability, honesty, industry and accuracy. They tell which clerk sells the most goods and who makes the mistakes. This will enable you to know which clerks are the most valuable to you—you can regulate salaries according to merit.

Write for more information about how one of these registers will increase your profits.

The National Cash Register Company
DAYTON, OHIO

Salesrooms: 16 N. Division St., Grand Rapids; 79 Woodward Ave., Detroit

BUSINESS BUILDING.

Some Underlying Rules Which Must Be Observed.

Talk Number Three.

At the close of Talk No. 2 I asked, but did not answer the question, What is the greatest power in business?

The regulation answer is, Money power.

In the light of the law of cause and effect the answer is incorrect.

The correct answer is this, The greatest power in business is man power.

Money is effect, service is cause and man is the cause of the service. In this sense, then, service is effect only. It is the cause of money being made, but man makes the service.

Destroy all the money in the world, and leave man, and man will make more money.

Destroy all the masterpieces of art, sculpture, of literature, the marvelous inventions of this wonderful age, but leave man, and he will re-create and rebuild it all.

Destroy all the man power in the world, and this earth will become an unpeopled wilderness—a dead waste. It can not be otherwise; for man is the life of the world. He is the creator, the builder, the artist. Man is the invention of God, but commerce, art and science are the inventions of man.

The scientific fact is this, you can destroy the effect but not the cause.

I bring the question of man power so persistently and prominently before your view, because while the science of business building embraces the science of service, the science of profitmaking, it is pre-eminently the science of man building.

Since I am a business man writing to business men on a business subject, let me give you a business illustration.

Think of the greatest business institution with which you are intimately acquainted. Having it clearly in mind, now think again, and imagine that in one day by flood and fire and panic all its property could be destroyed, but that everybody, from porter up to president, stood together, shoulder to shoulder, and bound by bands of loyalty, said, "We will hold our organization intact. We will live on bread and water, if necessary, for sixty days. We will not disband. We will start all over again."

You, as well as I, know that with its man power unbroken, its management could go to the money marts and command the capital to start all over again. Why? Because the money powers would know that their loans would be repaid—yes, and with interest—by an organization, however bankrupt in funds and material equipment, with such splendid man power behind it.

Suppose that death should strike dead every one from porter up to president, thus destroying all its man power, what would become of the business?

When we say a nation is great, we

mean the men who constitute the nation are great. When we say a business is great, we should mean the men who run the business—the men who provide the service.

So, then, while business is man power plus money power, in final analysis it is one power only—man power.

Make the man power right and the money power will have to be right. See that the source of the fountain is clear, and the water that flows from it will be pure. Cause and effect, cause and effect: the world of business is an endless chain of cause and effect.

How To Develop Man Power.

I am talking with you now, Mr. Employer.

The first thing to do is to recognize the value of man power. Recognize the fact that it is the most valuable thing in your business; then recognize the fact that you are a teacher.

Approximately 98 per cent. of the world are employed by the other 2 per cent. The 2 per cent. are therefore consciously or unconsciously teaching the 98 per cent.

Many employers are conscious of the fact that they are teachers—teachers of the science of service to their employes. Such men are the master business builders. May we have many more of them. They are leaders in progress.

Many do not recognize their functions as teachers at all. Naturally the poor service they and their employes render to the public makes the public avoid them. Instead of graduating from the College of Success the only diploma they ever receive is a discharge from a bankruptcy court. They failed, because they refused to learn.

Business Building Teachers.

By words and by deeds all employers are teachers. When the president is talking to his managers he is teaching them from the ripeness of his experience. When the salesmanager is writing to the salesman or sending them bulletins or talking to them individually or in convention assembled he is teaching them—imparting to them the results of his knowledge of the goods and conditions governing the sale of goods. When the chief accountant checks up the bookkeepers under him he is able not only to point out their errors but to teach them better systems to avoid future errors. When the department head—it matters little what department he heads—goes over the work of his assistants and subordinates, it should not be so much to condemn them for errors, as to impart to them a better way of doing things—a better way of rendering more efficient service—hence of building business.

Ever the man above should teach the man below. If not, what right has he to occupy a higher, more lucrative position? Does the private get the pay of the general? Or the sailor of the admiral? No; because the latter knows what the first knows, plus.

Suppose the general or the admiral

fails to train—to teach his men—to impart his "plus" knowledge—so that they fail to become masters in the art of war—each according to the position he occupies—and a battle should take place, would he not invite disaster and personal disgrace?

There is a limit to what every man can do himself; but he can multiply his power a hundred-fold, a thousand-fold, by becoming a teacher.

Mr. Employer, it is up to you not only to make yourself efficient; but every employe, however subordinate he may be, a post-graduate in the art of rendering service. There is no man who can not render some service to the world, and every man, woman and child in your employ, Mr. Business Man, must be made to serve—and serve well—if you want your business a success.

Every employer is striving for one thing—efficient service. To get this two essentials are necessary.

Two Essentials.

1. Technical knowledge of the work one has to do.

2. Knowledge of the fundamentals underlying all business success.

The worker must develop his "success qualities," else no matter how much he knows about his business his effort shall result in inefficient service.

Common Mistake.

The best of employers largely confine their efforts to teaching but one of the two necessary things—namely, technique.

Technique never made a great artist or a master business builder, although there was never one without it.

There must be a man behind the technique—personality behind the tool. The efficient man with efficient technique is the artist—the master business builder.

To be successful, organizations must teach their men not technique only but the fundamentals of character development. Not only the president must be efficient but the cash boy and even the porter. Every link in the chain must be well soldered if the chain as a whole is expected to hold together.

"Efficient men—efficient service" are the watchwords of success.

A. F. Sheldon.

Great Question of "Holding On."

At the end of his first year out of college a young man saw "& Son" put after his father's name on the old weather stained sign stretched across the front wall of a building that had become a landmark in the wholesale district. After twelve months in and out of the concern he had become a junior member.

"I say, dad," he asked, "how long must a fellow stay at his post before he gets a leave for recreation, you know?"

The founder of the house clasped his hands across the back of his head, lowered his cigar from its usual angle and looked at the blue flames dancing on the gas log.

"To put it another way, dad," said the young partner, "do you believe that the sticker wins out?"

The old man's story was an answer to both questions:

"When I was a boy," he began, "it was necessary for me to become a family helper. A new concern opened in the town and I got a job on trial at \$3 a week. I was to do anything I was asked to do, according to my strength and ability.

"The warehouse was on the bank of the river convenient to the steamboat landing. It was a pastime in those days—we who have made the fight like to recur to such days—for rival steamboats on their return voyage down the river—our town was the head of navigation—to run up a mile or so above the landing and from that point turn and race by the water front until they reached the bend and disappeared. It was a great event for the people of the town and lots of fun for the steamboat folks.

"On one occasion the boss of the establishment where I was holding my first job, and some of the employes of the concern were putting in place the scales on which freights were to be weighed. The rod connecting the machinery of the platform with the upright and arm of the scales was put in my hands. I was to hold the rod until the necessary arrangement was made to perfect the whole.

"While I stood at my post somebody in the store cried out, 'They're off.' That meant that two steamers had started on the race. The boss and every man under him scampered through the back door to the levee to watch the run. I knew if I let go the rod all the work would have to be done over again, and I stood there like another Casabianca, of whom you may have heard before you went to college. I was there when the boss and his force returned. My faithfulness enabled them to finish the job they had begun. All the while they were talking about the race.

"At the end of the week the boss informed me that while I was a nice boy and faithful, the concern would not need my services any longer. Maybe I hadn't the sort of stuff in me that the concern required, but from that time until I reached the point that has enabled me to take you into this concern I never missed an opportunity to mix a little fun in my business, especially when the man higher up took the lead. There is such a thing, my boy, as being too blamed faithful, but you must use judgment in letting go."

"Fine, dad," said the junior. "I reckon I'll hold the rod a little while longer. There'll be other races."

Frank H. Brooks.

That everyone loves a lover was demonstrated a few days ago when the Captain of one of the big ocean liners let down the gang plank after having held the boat a full minute to permit a young man to take leave of his sweetheart and to allow him to come aboard.

Do not be a pessimist. When pessimists die they probably become ghosts and do not go to heaven.

KINDS OF ENGRAVING

The engraving department of the Tradesman Company is older than the processes of engraving in general use in this country. Originally its product was confined to "wood cuts" for the reason that halftones, zinc etchings, etc., were not yet invented. As the new processes were perfected and made practical the Tradesman added them without displacing the original art. For many years it has enjoyed the distinction of being the only concern in this city making wood engravings. Thus as the new demand for this kind of work develops the Tradesman is better prepared than these concerns that let the new processes have the entire field, or that have come into existence since its displacement.

It has been the fortune of the Tradesman Company that as the new processes were added the demand of its business has kept the old in use. Thus its product includes wood engravings, halftones, zinc etchings, copper etchings and in recent years the demand for the finest stationery has led to the addition of engraving on steel.

Early in the development of the new processes the Tradesman Company devised a method of engraving stationery headings for printing on ordinary presses. This has enjoyed a steady run for a dozen years. While not a new process the results are so distinctive that it warrants its classification as a different kind of engraving.

Another class in which the Tradesman Company may claim a distinction is exemplified in the plate from which these lines are printed. The method of producing engravers script for ordinary presses, rapidly, cheaply and with the art of hand work is in use in few other houses in this country. Such scripts may be produced more expensively by lithographers or plate engravers, but the facility of its use by this Company warrants its designation as a new method. Of course this is only one of a great variety of scripts similarly produced. The value in stock, bond, diploma and other work requiring quantities of script matter goes without saying.

Each subject for engraving has its proper process. While the larger proportion of orders may be produced by halftone or zinc etching there is a satisfaction and profit in being able to employ the best method in each particular case.

Tradesman Company

Grand Rapids, Michigan.



General Outlook Good In the Glove Business.

The retail situation as regards fine leather handwear for autumn may be compared to the scene on board a warship on the eve of battle. There is preparation for what is to come. Only in the retail glove world the preparations are not for battle, but for business. The decks are being stripped for action. Stocks are not large anywhere. There is an utter absence of speculation.

The retailers have been playing a game of prudence. Since the first of the year they have devoted their energies to selling goods, rather than buying. There are two big reasons for this attitude. One is that they believed the general outlook justified conservatism. The other is that many retailers and department store buyers believed that they could place advance orders sparingly and then "play the market" for additional requirements when the big fall demand came.

There is some doubt, however, as to whether the market can be "played" successfully this autumn. Of course, there are surpluses of some kinds of goods in the warerooms of the importers, but not all of them are carrying large stocks. And the domestic manufacturers are pursuing a policy similar to that of the retailers. They are holding down on production. Very few are manufacturing for stock. The shelves in the factories are not piled with merchandise as they were last summer, and this year will be made conspicuous by the absence of price-cutting by manufacturers. Surplus usually means slashing of selling figures. And this year surplus is an uncommon word.

Long gloves for the street look like a fair possibility for autumn. Long black stuff, at prices up to three dollars, are likely to be worn extensively. Sixteen-button goods apparently are to be most in favor in the long stuff. White will undoubtedly be a strong seller, and pongee and some of the tans are expected to be good property. We do not believe it would be wise for dealers to make any plunge into colors, but they should be protected.

Everything points to the Cape in short lengths as the big autumn glove proposition for general wear. It is a pretty safe wager that men and women alike will turn to the Cape in light weights as soon as the cool weather of autumn comes. The tailored suit for women will be more in evidence than ever this fall, and every customer will confirm the statement that it is impossible to divorce the Cape glove from the tailor-made.

The leather market is on a firm basis. Mochas continue high. Cape-skins held a strong position at the London sales in late April, with only a limited quantity of common glovers skins offered.

Great daily newspapers are not noted for kindness nor generosity to the men who gather the day's news. The men "on the street" and "on the copy desk" are only cogs in a great machine. If a cog wears out, he is thrown on the scrap heap, so to speak, a new cog is put in his place, and the big machine whirrs on.

But once in a while one finds reason to believe that the powers that be in newspaperdom are a bit human after all. One of those symptoms cropped out recently in New York city—the most exacting, most merciless newspaper town in the world.

On one of the big Gotham dailies worked a middle-aged reporter with a wife and three children. There would soon be another one, and the cost of living at New York rates took all the man's salary to keep his family in food and clothes. For the reporter had not been a dazzling success. Once he had covered assignments and written stories considered big on the single day in which they lived. But the grind had taken his strength and his power of word painting had been dimmed. His was now the routine work.

One midnight there was a big fire. In the office where the middle-aged reporter worked they were short handed; he was the only man available. He raced to the scene; and kept the telephone wires hot giving the office the story as it developed.

At two o'clock in the morning came the word that the man had been caught beneath a falling wall. It was the next afternoon before they found his body, scorched, crushed, almost unrecognizable.

Up in her cramped little flat, the widow was crying softly, with her three little ones trying in their childish way to comfort her. Down in the newspaper office the other men were getting up a subscription list. They asked the managing editor—he of the gruff, taciturn manner—to contribute. He looked at them in surprise.

"There's a rule on this paper barring such collections," he reminded them. The men before him were crestfallen. "Just get them some flowers," the managing editor added in a milder voice.

Then he sent for the widow. A little later she stood dry eyed in his office. He turned to her gravely.

"Madam," he said, "yesterday we sent your husband to cover a fire. He

is still covering it. Until he returns we shall expect you to draw his salary."

Again the Old Question About Birds.

One of the most interesting of phenomena among birds and animals in wild state is the manner in which they adjust themselves and succeeding generations of their kind to the dangers which civilization always imposes.

Men who remember the installation of the telegraph lines in various parts of the United States recall how a string of two to five or six wires between telegraph posts caused the death of thousands of rapid flying birds which sought that general level of flight. How many thousands—perhaps millions—of prairie chickens were slaughtered in the Middle West in the early days of the railroad and telegraph lines is impossible to guess. But many an individual, standing near a line of telegraph wires in the late autumn, when the prairie chickens were massing in flocks of 200 or more and flying to new feeding grounds, has picked up half a dozen or more mangled and dead birds which had collided with the deadly wires.

Once upon a time after the establishment of a wren lighthouse on a coast where ducks, geese and brants flocked in migrations, it was a common thing for the gallery of the light to be half filled with dead and crippled birds which had flown into the light out of darkness. To-day neither the telegraph nor the lighthouse is slaughtering birds. They have learned the ways of man too well. Which lends interest to a story from a German paper in telling how bears in German forests have learned to avoid the telegraph wires and poles.

As the writer explains, the installation of telegraph poles and wires brought about the invariable humming which marks the pole as a sound post. It was taken for granted that this buzzing sound attracted the bears through the sense of hearing, to imagine that bees had stored crops of

honey at the top of the poles. They began research work along the most careful German lines, putting miles of wires out of commission in early years of telegraphic invasion. Cross arms of poles were broken and wires snapped everywhere.

Gradually, however, the bear in the German forests grew to understand the telegraph pole was a honeyed joke. To-day not even a baby bear, following its forbears on the hunt, even sniffs at a telegraph pole.

No Dull Summer Days for Our Customers

Our "BARGAIN BULLETIN" shows them how to stimulate trade and boom their business. We buy for spot cash the surplus stocks of mills, manufacturers and importers at sacrifice prices, and dispose of the goods quickly to dealers in this city and elsewhere without the additional expense of traveling salesmen, thus enabling us to offer desirable merchandise to the trade at under market prices.

Our specialties: *Men's, Women's and Children's Underwear and Hosiery, Embroideries, Laces, Veilings, Ribbons, White Goods and Wash Goods, Lace Curtains, Nets and Draperies, Handkerchiefs, Mufflers, Suspenders, Gloves and Mittens, Sweater Coats, Knee Pants, Etc.* "We ship all goods on approval." The Bargain Bulletin is mailed free on request. Write today for our latest issue, listing a great many items in the above lines that should interest you. *Get in touch with us. It will pay you.*

Eisinger, Dessauer & Co.

Wholesale Dry Goods

114 to 124 So. Market St., Chicago

(When writing please mention Michigan Tradesman)

Long Fabric Gloves

Are going to be in demand this fall. We have them at \$6.50, \$8.50, \$10, \$11.50 and \$12.50 per dozen.

We Also Show

An exceptionally strong line of the short fabric and golf gloves at \$2.25, \$4.50 and \$8.50 per dozen.

Compare the Values

Offered by us with other lines and we believe we'll get the order.



Grand Rapids Dry Goods Co.
Exclusively Wholesale :: Grand Rapids, Mich.

We close Saturdays at one o'clock

SPECIAL SALES.

How and Where They Bring Good Results.

The main object of any special reduction sale, outside of moving surplus stock and turning it into cash, is to attract trade to the store in the hope of selling also other goods than the articles that have been reduced. Hence, the articles to be featured in the reduction sale should be of such a character that they are in general demand. Naturally the more general the use of the articles the larger will be the number of buyers attracted to the store by the special advertising.

Should Be Occasional Events.

Generally speaking, it is not advisable for small retailers in country towns to have many such sales. The number of possible customers in such a center being limited, too frequent "special" sales tend to educate the community to delay the bulk of their purchasing until such events are announced. Thus the increased demand for the "special" goods is stimulated for a time at the cost of regular trade ordinarily handled at a profit.

Occasionally, however, a special sale is beneficial and pleasing to customers, but, as a rule, as suggested, it is not advisable to encourage bargain seeking any more than necessary to keep the store's customers in good humor.

An inventory sale, once a year, is a good proposition.

Make Clear The Price Is Special.

When these sales are made it is a good plan to tell the public the reason for the reductions, such as an overstock, a desire to discontinue a certain line, or a wish to turn the stock into cash.

Make it clearly understood that customers can not expect the reduced prices regularly and that in order to save money they must buy at the advertised sale. In country towns a consumer who has bought a certain article for 90 cents objects seriously to paying a dollar for the same article a month later.

This is one of the reasons for restricting the number of reduction sales.

Cut on One Article.

As a rule, better results and more profits are made by offering a special low price on a single article once a week than by making widespread reductions. Display the special article at the back of the store so that customers will have to pass counters and shelves loaded with other attractive goods which are to be sold at a profit. The customers must go past the regular stock twice, once coming in and once going out of the store.

Clerks near at hand at the other counters can diplomatically encourage sales of other goods than the article offered at a reduced price.

One good way of attracting buyers to a store is to send cash coupons to customers. These coupons may be for 5, 10 or 25 cents, to apply on the purchase price of certain specified articles, provided purchase is made on the date named. Many women will consider the coupons as so much cash, and will avail them-

selves of the opportunity to save a few cents, whereas they would not be enticed to buy the articles through newspaper or circular advertising.

This coupon feature has been used extensively by piano dealers and photographers and has proved a trade winner. As high a coupon as \$1 can be given to customers to apply on the payment of some \$10 article. This coupon plan will bring many into the store and is an excellent substitute for the use of the merchant who has already given one or two reduction sales during the year.

Joint Trade Attractions.

In certain towns retailers have successfully tried the experiment of uniting in making price reductions or holding bargain sales for a single day. Every dealer in the town makes specially low prices, and these prices are advertised in the local newspaper and on a big circular, which is mailed to the farmers and their wives.

Every effort is made to encourage consumers for miles around to come into town on the day selected. If the weather permits, a band concert is given for an hour after dinner. Restaurants make a special price for that day, and reduced rates are secured on the trolley and steam lines.

On these occasions each of the retailers co-operating is expected to work off any surplus stock and get rid of it, so that he will not have to offer it later and interfere with the legitimate business of competitors who may be handling the same articles.

Co-operative Selling.

In a limited number of instances retailers make it a practice to notify each other when they have a surplus stock of any one article which is moving slowly, whereupon such retailer or retailers who are nearly out of such stock will buy from the man having a surplus, at jobbers' prices, plus freight, thus easing the load of the one dealer and preventing demoralization of prices later.

The telephone can be used to aid reduction sales. Where a dealer has a certain line of goods to sell at reduced prices he makes a select list of customers who, he believes, will be interested, and prepares a telephone offer, which one of his clerks repeats over the wires to the prospective customers.

It is surprising how much business can be secured on a dull day by using the telephone in just the right way.

Retail Mail Order House Trade.

Where mail order houses are doing a good business, a special reduction sale might be advantageous to bring their customers into the stores. Get a list of mail order house customers and write each one to consult you before ordering by mail, "as you may be able to sell the same or better article at the same price or lower and save them the express or freight charges." Write them, further, to be sure to drop in and see you before they order out of town and give you an opportunity to equal the prices of the mail order houses. Ask

them to select one article from the catalogue and give you a chance to supply it.

Often it will pay to get the article even at a loss, so as to get the catalogue house customer out of the habit of buying out of town. While some sales will be made at a loss, there will be others sold at a profit.

Desire Must Be Created.

One country dealer sized up sales properly when he made the statement that if the people only bought the bare necessities of life the trade of his town would drop off 50 to 60 per cent. The sale of goods above the necessity percentage represented the creation of a desire. Sugar and flour would sell themselves, but it required effort to sell Morris chairs, gas stoves, etc. Purchasers of luxuries, or rather of conveniences, all had a natural disposition to postpone buying until the last moment. It was necessary that special inducement be made to overcome any possible indisposition on the part of the buyer to place his order.

This dealer did not believe in making low prices on foodstuffs, unless compelled to do so by the lower prices of competitors. He offered a special bargain once a week. Sometimes it was a Morris chair, a parlor stove, a gas range, a magazine, or some other article of household furnishings.

Look After the Trade.

The success of reduction sales will depend much on their originality.

Give the buying public something different, something out of the ordinary, something to talk about, so that the impression made on the public will last until the day of the sale and be so strong that the number of visitors will be large. When the customers arrive give them a cordial reception, have an atmosphere of the congenial variety in your store rather than the kind so-often found. Make your customers feel at home, make them happy to have had an opportunity to visit your store. Give just as good service and attention on bargain days as you do at any other time.—Dry Goods Economist.

A man feels as ill at ease in a dry goods store as a woman does in a tobacco shop.

A square-rigged ship may become a wreck-tangle in a storm.

Now the magazines are coming in for Federal prosecution, a civil suit having been started in the United States Court for the dissolution of what is called the periodical clearing house. The defendants include some of the best known publishers of periodicals and there are a score of them. It is represented that this is a corporation organized in restraint of trade and so illegal. The first thing the magazines will do is to say that this is persecution brought about by what are frequently referred to as their muckraking articles. The administration will surely come in for a generous share of fault finding and criticism in the monthly publication from flow on and it really must have taken quite a bit of courage on the part of the authorities to institute any such procedure. As to the facts and the law applicable thereto the courts in due time will determine. It can be depended upon, however, that the defense in and out of court will be decidedly vigorous.

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

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Fine Clothes for Men Chicago

Grain Bags

We have in stock

16 oz. Stark A
16 oz. Amoskeag A
12 oz. Grand Rapids
12 oz. Giant
12 oz. Royal

Write for quotations

PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

We close Saturdays at one o'clock



Husband and Wife Should Share Retrenchments Justly.

Written for the Tradesman.

Some are frank to admit it, while others assume an air as if money were no object; but, if the truth were known, there are very few of us who are not having genuine difficulty with the problem of making our income provide us a comfortable living and at the same time show a satisfactory balance at the savings bank.

In the solution of this perplexing problem, no headway whatever can be made until one knows with a fair degree of accuracy what is the amount of expenditure in each one of the principal items that make up the household budget.

The money goes, but how does it go? With all the elaborate discussion of the cost of living that so recently has taken place, still very few can give an intelligent answer to this vital question. If the income is in the form of a stated salary, then the lump sum of outlay can be gotten at by subtracting the amount laid up (if any) from the whole. How many could give more than a rough guess as to how much is spent for food, how much for laundry, how much for clothes, how much for recreation and how much for incidentals? Yet definite knowledge is what is needed in this connection.

A great part of my readers are the wives of merchants. When money is taken from the cash drawer for the family, in how many cases is anything more done than simply charging the amount to "Living Expenses?" In this year of enlightenment, 1911, there are still a great number of dealers' families who "run to the store" for dry goods or shoes or groceries, as the case may be, and supply themselves with what they want, no note whatever being made of the goods that go out in this way. Under this system, or lack of system, it is utterly impossible to tell how much the business yields or how much it costs to keep the family.

Was it Topsy who said that keeping accounts does not bring the money back after it is spent? It is true, whoever said it, nevertheless a very simple and easily kept account will prove invaluable in showing just where retrenchment ought to be made.

For there is any amount of most woeful misapplication of economy. Are we making our grocers and butchers' lives miserable by grumbling about the high prices of common staple articles or are we trotting hither and yon to find a place where we can get another pound of

granulated sugar to the dollar or another bar of soap for a quarter, when the real cause of our financial troubles is to be found in gasoline and repair bills for the car? If the income is not large enough to warrant the keeping of an automobile, the deficit can hardly be made up by scrimping in the kitchen.

For the single item of food there is the widest difference in the expenditure of families of about the same size and in very similar circumstances.

A woman who had made a careful study of expenses remarked: "Butter, eggs, fruit and most edibles are high in price—far higher than I wish they were; they have been high for a long time. Still at our house what we eat never counts into money very seriously. We have about as good as is going, too. At the butcher's we get the best cuts, for we use but little meat, and a piece that is not choice is simply wasted. We buy plenty of fruit, even though it seems expensive as a food, for it keeps us in good health and saves doctor bills. I never have to take any drastic measures to keep down our supply bills, yet I know that often they are not more than half as large as our neighbors'."

Another woman tells a very different story, but one which is true in her own and in many households. She says: "We never have anything decent to wear, and I'm sure we never go anywhere; still we always are short of money. The truth of the business is that my folks, to borrow an expression from the farmers, simply 'eat their heads off.'"

Generally speaking, in correct household economy, there is no call to dispense with any of the real necessities of life. The tug of war comes in the curtailment of luxuries. With ninety-nine hundredths of my readers, the financial problem is not to secure bread and shelter and common clothes; but rather, with the means at disposal, to provide menus tempting to epicurean appetites, architectural beauty for fastidious eyes, modistes and tailors' creations and all the numberless accessories of the toilet, pleasing and satisfying to the fashionably cultivated taste.

In some families it is the custom to offset one extravagance against another in this wise:

"Harry will smoke 10 cent cigars when he knows he can't afford them. So I said he'd just got to buy me a \$25 willow plume. I tell you it's a beauty!" Or:

"Tom has set his head on joining the K. O. T. O. P. (Knights of the

Open Pocketbook). If he does, I'm going to have a cut glass punchbowl. He's not going to spend all the money."

Two extravagances never yet made a saving, and if one side of the house spends overfreely there really is all the more need of economy on the other side. But a strong plea should be made for justice in spending and saving, for this is exactly what is most needed in many households.

Nothing can be more disheartening to a man than to find that, toil early and late as he may, and economize closely as he can in all his personal expenditures, it still is impossible for him to get ahead any, simply because his earnings are thoughtlessly squandered by his extravagant wife or consumed in providing luxuries in which he has little if any share.

On the other hand, it is scanty encouragement to a frugal woman to rack her brain to stretch every cent to its fullest capacity, when her husband very frequently gets out with the boys and spends more in one evening than she uses to run the house for a week.

Sometimes both father and mother stint themselves unduly in order that the young people may have plenty of spending money and a continual good time. Or it may be that one of the sons or one of the daughters is selfish and extravagant and is allowed to use more money than the others. Let things be evened up. Economy is not a bad thing, nor need it be a hateful and repulsive bugbear, if only financial matters are faced squarely and unflinchingly and the sacrifices and retrenchments which a limited income make necessary are distributed with fairness and equity.

Quillo.

People as a rule have only words of praise for the dead. Their words of censure are exhausted on the living.

Probably.

In his autobiography Richard Wagner says: "I always felt somewhat distressed, uncomfortable and ill at ease whenever I tried to pass a few pleasant hours in the society of my wife." The lady probably had a disagreeable way of wanting him to explain every little thing.

Long and Dreary.

"Think well before you marry him. Remember that marriage is a thing which can not be set aside in a day." "Oh, I know. I have thought of it."

"I speak from experience. I thought the six months I spent in Reno never would end."

Keep This Handy.

The London Chronicle says that one may by putting a clove in one's mouth at night sleep without snoring. This should be remembered by the man who goes home at night with a clove in his mouth and is called to account for it by his wife.

Most people imagine they would rather be miserably rich than happily poor.

Dandelion Vegetable Butter Color

A perfectly Pure Vegetable Butter Color and one that complies with the pure food laws of every State and of the United States.

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Grand Rapids, Mich.

Some of the Triumphs of Motherhood.

Written for the Tradesman.

The influence of a beautiful life is a priceless heritage.

The combined benefit and self-perpetuating property of righteous living makes this world habitable.

In reckoning our resources we ought not to overlook the great and generous men and women, who, although being dead, yet live and speak.

They are not only the pioneers of the civilization that is but they are, in a sense, its custodians as well; for in a very real sense they help to hold the social order together.

If we were suddenly bereft of their memory we would be infinitely poorer. Therefore to profess our ignorance of them, or our indifference to their memory, is tantamount to an acknowledgment of our own ingratitude.

Fortunate is the man who was blessed with the memory of a true mother! In that treasured memory he has an asset that can not be taken from him.

The other day I met a friend—a successful young business man—whom I had not seen for some months. In the course of a brief conversation he referred to his mother, now of sainted memory.

My friend is one of those strong, clean, manly men, who venerate the memory of their mothers; and, although it has now been something over two years since the family circle was broken by the death of the little mother, I think the surviving husband and father, the one daughter and the seven sons—all grown men and in business—miss her far more keenly than commonly falls to the lot of self-immolating mothers. With them every day is a "Mothers' Day," for their memory of the one taken is sweet and abiding.

She was, as I happen to know, a rare, sweet woman—sane and gentle and cheery—and prodigiously proud of her family! I used to ask her about her boys just to "call her out." It was good to see her when the boys came in for their week-end holidays. I think there is nothing finer this side of Heaven than the light which transfigures a true mother's face as she stands amid her grown children—her grown-up babes, the tangible evidences of her successful mothering. The more there is of them, and the bigger and finer they are, the happier she seems to be. The sight of a young mother cooing over the lusty infant that she has brought into the world is tender and sweet, but the sight of a little, gray-haired lady, standing in the midst of a group of stalwart men and full-grown women—her grown up kids—I tell you that is a sight worth while.

Can you duplicate the joy-quality that vibrates in her voice? Is there anything on earth more touching than the pride that suffuses her little, old, wrinkled cheeks while she listens to her "boys" and "girls" "talking it over" on some glad holiday occasion when the whole family has gotten together?

All that has gone before, in the

motherhood-life of that noble little lady, is anticipation and prophecy: this is realization—and now is the hour of her triumph! Back of her stretches the long vista of years ago; but its pathway is a way of light, punctuated only here and there with passing shadows. Her youth and the resiliency of it are gone. What of it? Was it not—this youth of hers—a means to an end? Although her physical strength has diminished with the fleeting years, is not her strength multiplied in the strength of her children? Has she not lived to see the fulfillment of her highest earthly hopes—the successful up-bringing of her children?

Maybe gaunt poverty, countless sufferings and nameless anxieties were the portion of those remote days which now, in prospect, seem so fair. Little does it matter now. What does it matter that her shoulders are stooped, that her hands are wrinkled and calloused, that her eyes are dim, that her hair is gray? She has lived to behold the glorious consummation of the loftiest dream that thrills a true mother's heart—the successful up-bringing of her children! The statesman, the scholar, the orator, the artist, inventor, the merchant—and well nigh all other ambitious and perfervid souls "who grasp at the fruitage forbidden"—are doomed to more or less disappointment as they compare the temple of their dreams with the actual structure that they have been able to rear: motherhood alone is crowned with the highest earthly laurels, for motherhood alone can attain.

No wonder the little old mother is proud. She is a queen come unto her own kingdom, and these her subjects are loyal unto death.

"Boys" and "girls"—grown-up children of the queen-mother—honor your queen, if God yet spares her to you; and if she has gone to that mysterious and blessed abode where the queen-mothers of all the ages have foregathered, honor her sacred memory!

Is she living—and in some distant state or city? Then go to see her. Write her to-day that you are thinking about her—and do not forget to tell her that you love her.

Do not say you can not spare the time and the money. You can. There will be time and money when you are dead and gone. Moreover, do you suppose that little mother used to begrudge the time and money spent upon you? Believe me, she divided not only her living but her very life with you, and gladly.

If you must travel two thousand miles across the continent to see her, go to see her.

If you can not stay but a day, go for that one glad, glorious day.

Write the other boys and girls to join you in the homecoming. Make it a great high day. Cause to be seated in your midst—and in the very highest place of honor—this little queen-mother of yours.

Chas. L. Philips.

A born leader likes to associate with people who are born followers.

The Ill-Breeding of Well-Dressed Women

One of the curious phases of modern social development is the utter lack of what used to be called "good manners" in women who bear all of the outer insignia of being ladies. They are beautifully gowned, perfectly groomed, obviously intelligent and educated, and of good social position, yet they are daily guilty of rudeness that would make a fishwife blush.

Primarily this disregard of that gentle consideration for the feelings of others that constitutes the very essence of ladyhood is shown in the cruelly appraising stare with which women greet each other in any public place.

It is a look as cold as ice and as merciless as the headman's ax. It ignores nothing, it condones nothing, and woe to her whose costume cannot stand inspection!

If you doubt that women, who should have better manners, put each other through this third degree inquisition when they meet another woman, just look about you the next time you ride on a street car, or go up in an elevator at a hotel. Every woman who enters either conveyance has to face a hostile battery of feminine eyes, and run the gauntlet of being sized up from the last button on her frock to the last hairpin in her false hair, and when she gets out she knows just as accurately what the other women think of her as if they had shouted their opinion to her through a megaphone.

If she was well dressed there was approval in their glances. If she was rouged, and marceled, and puffed, and straight-fronted up to the limit

there was admiration. If she had on a gown that was obviously the latest cry from Paris there were awe and reverence in their faces.

But if she had the sense, and good taste, and courage to have on a gown, and do her hair some way that suited her own needs and fancy, but that defied the mode, the sneering lips and turned-up noses proclaimed to her that she had broken all of the feminine laws and canons, and that she was cast forth into outer darkness, where there is the weeping and wailing and gnashing of teeth of those who don't know what is being worn this season.

These women object to being judged solely by their clothes, and to being put down as ignoramuses, nobodies, as being unworthy of deference or consideration merely because they do not choose to wear hobble skirts and vegetable basket hats. They think that education, breeding, blood and literary and scientific attainments should count for as much as even an imported gown.—Dorothy Dix.

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WON THE GIRL.

Sidelight on Life of Ambitious Drug Clerk.

Written for the Tradesman.

Algernon Apfelbaum, as his name indicates, was of Teutonic ancestry, but unlike his valiant ancestors who had waded through blood to make German history, Algernon was rather of a retiring disposition. He did not wade through blood for there wasn't any lying around in the particular drug store where he worked.

Yes, Algernon was clerk in a drug store, but that did not mean that he intended to make that his life work. Far from it. Algernon had his mind set on becoming a great genius like Edison, and the only reason he had not invented the phonograph and a few other things was because Edison had beaten him to it. But Algernon studied all the patent office records and had a good-sized bale of literature from various patent lawyers on "What To Invent and How To Invent It."

Between his periods of labor he put in his spare time studying the pamphlets, but somehow he failed to figure out the various devices which might bring fabulous sums. He persisted, however, and there was a reason for his persistence. Mathilda Mustardseed was the reason.

Mathilda, be it known, was the charming daughter of Marmaduke Mustardseed, proprietor of the drug store, and although she was ignorant of the fact that Algernon was in love with her, the fact remained.

Now Algernon was a reader of light fiction and he had imbibed the idea that a young man who is in love should first ask the consent of her father. Algernon hadn't got that far at the time our story opens, but he was on the verge.

Marmaduke Mustardseed was fully aware of Algernon's invention stunt. In fact, he was grateful for the patent office records. They made good fire lighters in the winter. He had no serious idea, however, that Algernon ever would invent anything substantial. And thus it was that on the occasion when Algernon finally mustered up enough courage to ask permission to be allowed to pay attention to the sweet Mathilda, Marmaduke treated the request as a joke.

"You want to make love to Mathilda, eh?" asked Marmaduke.

Then an idea struck the old man. "Well, you may have my permission on one condition," he remarked with a chuckle.

"And that condition?" asked the trembling Algernon.

"The condition is that you get busy and invent a perpetual motion machine," grinned the old man.

Algernon's lower jaw fell. Although he never yet had tried to invent a perpetual motion machine he knew about enough to be sure that the thing couldn't be done. But Algernon was a persistent young fellow and he made up his mind he'd give it a try.

Marmaduke told Mathilda the joke and both had a good laugh. Mathilda repeated it to Eben Handy, who

considered himself her "steady," and he also enjoyed the joke.

Eben, it might be remarked, was town marshal, although only a young fellow, and also held the office of deputy game warden. Some of the jealous town girls had remarked that it was Eben's shiny badge which fascinated Mathilda.

Marmaduke grew into the habit of dropping around Algernon's workshop, a shed in the rear of the Apfelbaum family residence, just to see Algernon sweat over various cog wheels, weights and what not. Finally Mathilda began accompanying him on these trips much to the disgust of Marshal Handy.

Algernon worked as he never had worked before, but somehow the problem refused to be solved. Then one day as the youth was about discouraged and had made up his mind to give up the job in disgust and propose to a red haired diningroom girl up at the hotel he solved the problem.

Two days afterward Marmaduke almost had a hemorrhage when Algernon entered the store and informed him that the job was done.

"Come over to the shop and bring Mathilda," said Algernon, "and see a real perpetual motion machine.

That evening Marmaduke broke the news to the girl and they started for the Apfelbaum workshop. On the way they met Eben, who was all fussed up and on his way to call upon Mathilda. He joined them, although Marmaduke did not like the idea, having an antipathy for the Marshal which almost amounted to hate. In fact, Marmaduke would have liked to have kicked the young man upon several occasions, having tired of the moonstruck youth hanging around the Mustardseed domicile. So it was with ill grace that Marmaduke strolled along with the two.

Arriving at the workshop they found Algernon smiling, but they failed to see evidence of a perpetual motion machine. After placing chairs for them Algernon drew up a table containing a queer apparatus. It consisted of a small treadmill.

"Is that it?" asked Marmaduke.

"That's it," answered the youth.

Mathilda and Eben just grinned.

"But what makes it go?" asked Marmaduke.

Algernon reached into a cage in one corner of the shop and pulled forth a large fox squirrel, a family pet. He placed it upon the treadmill, fastening a small cord which was attached to its collar to a rail at one end of the apparatus.

"Now watch," said Algernon.

He gave the squirrel a blow and the animal started to run.

From the rear wheel protruded a peg which, at every revolution, met a stick, set upright in the table, and to the left of which was fastened a wide piece of wood, the whole forming a letter T. By means of a spring fastened to the upright it would fly back when the peg had gone just so far, making a sort of a spanking machine for the squirrel and stirring up his energy at regular intervals.

Mathilda and Marmaduke marvelled, as did Eben, but the latter more

than marveled. He arose and inspected the machine with his eyes.

Then it happened.

Suddenly the cord attached to the animal's neck broke and as the animal's feet slipped from under it, the force of the movable platform, carried the squirrel against the rear railing, which broke. A piece of this railing flew over against the paddle, which was just flying back and the paddle kicked it up against Eben's eye.

As Eben clapped his hand to his injured optic, Algernon, Marmaduke and Mathilda sprang to the assistance of the injured man, not noting that the squirrel had dropped into a pail of water which was standing beside the table, striking its head upon the edge of the pail in its descent. Thus it was that when Algernon rescued the animal it was quite dead, having been stunned, then drowned.

Algernon turned sadly away and was slinking toward the door, but he found his way blocked by Eben.

"I guess I'll have to arrest you," declared that worthy.

"For what?" asked Algernon in amazement.

"Well, for cruelty to animals for spanking the squirrel for one thing." "And for what else?" asked Algernon.

"For violating the game laws and killing a fox squirrel out of season, and for assault and battery for causing me to be hit in the eye with a part of that infernal machine," continued the Marshal.

Thus it was that Algernon was led before Squire Haskins. Marmaduke and Mathilda followed. Marmaduke was grinning, but Mathilda seemed sad.

After hearing the story Squire Haskins fined Algernon \$2 and costs and remitted both fine and costs in spite of the protestations of Eben.

As Algernon left he was joined by Marmaduke and Mathilda.

"Your salary will be raised for giving Handy a black eye," said Marmaduke.

"But my chances for Mathilda are gone," sadly whispered Algernon.

"The County Clerk's office will be open at 8 o'clock to-morrow morning and you've won out."

The last was Mathilda's contribution to the conversation.

With a look of joy Algernon folded her in his arms in spite of the fact that they were traveling the main street.

Charles R. Angell.

None Left.

"I should think with all your money you would have a nice yacht."

"I would, only I can't think of any outlandish name for a yacht that has not already been used."

As a matter of fact the average man between 35 and 70 is several years older than he is willing to admit.

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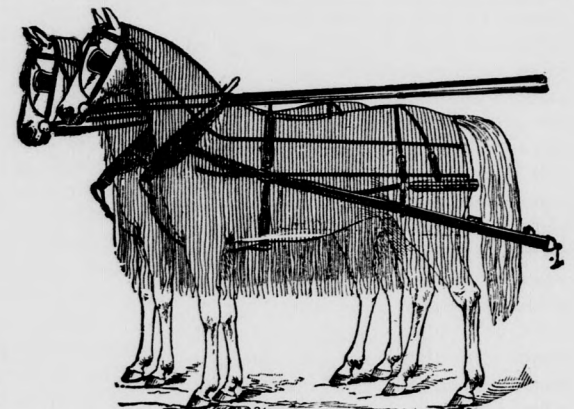
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Certain Way To Acquire Charm.

Try the novel experiment of listening with actual interest to older people. Yes, I realize that many of them are little worth listening to. But I would humbly enquire whether you are not on the way toward being a stupid bore yourself some day. As a matter of fact, most older persons can be decidedly interesting to you if you are only willing to be interested yourself.

Don't calmly contradict men and women whose ripe experience and knowledge of life would make your raw theories seem like a little green apple compared with a mellow and perfect fruit.

Don't be snippy. If you know how ridiculous you look in the act of snubbing your elders you would hide your head.

Do you ask how you may become well bred? That is a hard question to answer in so many words. The term itself implies that it must come with training. Perhaps the most helpful beginning would be to find some one who can serve you as a sort of model. Women of charm and distinction are, unfortunately, few, but it must be a poor society indeed where at least one woman of grace and refinement can not be found.

Having decided upon one woman—there may be more—if you are lucky study her; try to discover what constitutes her charm and what are her blemishes. Mind! I said to let your charming woman serve as a "sort" of model. Do not slavishly copy tones, gesture, dress. It is only something of her spirit that you are to try to catch. For there are two rules which, if you will follow them, will do more for you than even your model can. You will find that she is your model because she followed these rules herself.

The first is: "Think about others, not about yourself," and the second—is the same.

The first one means to think about others in the sense of being considerate of them. The second one means just think about them. If you want a magic key to unlock for you the door to popularity, to happiness, to being interested and interesting, seize upon those six simple words and pin your faith to them: "Think about others, not about yourselves." Just watch yourself for a while and see how constantly one subject absorbs your thoughts. That subject is yourself. your clothes; your appearance, your feelings; your likes; your tight shoes; your invitation to the football game—or your failure to receive one.

I know it is hard to prevent one's mind keeping open house on the subject of one's self. I know girls whose minds are never open to anything else. The funny part of it is some of these girls wonder why they are not more popular.

As for other rules for becoming well bred you need bother with few, if only you will follow the one of six words just given. The rest are much more simple.

First, cultivate an agreeable voice. It won't be hard. Six months of serious effort on the part of every girl

who reads this article would make this country and Europe draw sighs of happy relief.

Second, take a vow that you will never again make yourself ridiculous by going to absurd extremes in fashion.

Finally, be polite! Be polite no matter to whom and no matter what happens! Be polite to everybody, but reserve a special brand of charming deference for use toward older persons with whom you come in contact.

Follow these few rules, take a good look every little while at your model, and I leave it to anybody, man or woman, young or old, American or European, your mother or your sweetheart's mother, whether the result won't deserve to be called "the American Princess."

Margaret Gordon.

Husbands and Wives Should Not Quote Parents.

Judge Petit, of Chicago, for six straight weeks heard nothing but family troubles. At the conclusion of the term he felt qualified by what he had heard to say of family troubles:

"The mothers-in-law are foremost troublemakers. I have all reverence for mothers and motherhood, but they must not argue with their daughter-in-law or son-in-law, but must realize that they are individuals and have their work to do in the world. Mothers can give advice when asked for it.

"But summer resorts, winter resorts and flat life can be blamed for many divorces. It is bad for husband and wife to be separated by trips away from home."

The Judge then gave this advice to husbands:

"Don't quote mother.

"Call up your wife while at business and ask how she is, and that you called her up just to hear her voice.

"Bring her a box of candy.

"One of the new books that she is interested in.

"A flower, even if it is faded and you have picked it up off the street.

"A pretty pin or handkerchief.

"And don't ever lay your head on your pillow at night without having done something to gain and obtain a firmer hold on your wife's love.

"Kiss her every day.

"At least once a month meet her downtown and take her to dinner and the theater.

"Don't ever stop courting, for as soon as you do some other man will begin.

"Make your wife your companion.

"Take her out with you and when you have to have a big time take your wife along, and the divorce evil will be lessened."

For wives the Judge advised:

Don't quote father.

Pet your husband; he is only a big kid.

Meet him at the door with a smile. Dress as carefully as you did when he came courting.

Wear the color he likes you in and the style of gown.

Have something in the way of a surprise dish for dinner.

Read the papers and magazines and

be your husband's intellectual equal. Keep up with him in any special line of work.

Be sympathetic and do not tell him all the troubles of the day; he has had his own, more significant and important individually than all yours put together.

Keep his clothes in order, a clean house and good food.

Your husband is then yours forever and ever. No chorus girl or pretty stenographer can take him away from you. But keep him or somebody else will snap him up and make him think she and she alone ever did or will understand him.

Mrs. Jones Talks From the Consumer's Standpoint.

I might as well admit at the outset that Mrs. Jones is my wife. The thing is bound to crop out sooner or later, so we'll have no secrets between friends.

"John," said Mrs. Jones to me the other day, "I discovered something while I was down town yesterday."

"Yes, my dear," I said, "I don't doubt it."

"You know," she said, "you often tell me that at the stores where they have the nice clerks, and put big advertisements in the papers, and keep everything fresh and attractive looking, we have to pay twice as much for things as we do at the little store on the side streets?"

"Yes," I said. "That's always the case. These big advertisements and fancy showcases and college graduate clerks must be paid for."

"And you have always told me I ought to look around in the smaller stores before I bought anything," continued Mrs. Jones.

"Certainly," I replied, "and you say you haven't time to go all over town."

"But I always believed you were right, in theory, at least," replied Mrs. Jones, "and to-day I had a little extra time while I was down town, so I decided to try it. I had to get shoes for Janette, and some dress lining, and some laundry soap,

and a few other things. I went around to all those little stores where they have dingy windows, and ill-bred clerks, and bad light, and no ventilation, and got their prices and saw what they had. Then I went to the big stores, and priced the same things and, John, you'll be surprised when I tell you that I got every thing a little cheaper at the big stores and, besides, I enjoy buying things there and don't have to walk all over town. Now, John, I don't want to criticize you a bit, because I believe that almost every one thinks just as you do about it. It made me wonder why some of these merchants do not do something to set people right. They just let people go right on thinking that they have to pay more for things for the privilege of trading at a nice, wide-awake store, and I really don't believe it is a bit more expensive. I am sure I do not understand it, but I guess the big stores must get so much more business that the profits on the extra business pays for all the advertising and the beautiful store windows, and the nice, accommodating clerks. Yet I do not doubt that there are lots of people, just like you and me, John, who think they are wasting money when they trade at a real nice looking store that has advertising in the papers. Don't you think so, John?"

Of course I agreed with her, for Mrs. Jones, I must admit, has a remarkable knack for business.

If a man has no show at home he can patronize the moving picture emporiums.

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Kalamazoo, Mich.

PROFIT SHARING.

Crane Company Has Disbursed Over Three Millions.

The employer of labor is often cited as being the principal cause of friction and turbulence in the industrial world. He is often charged with having a "stony heart" because of his failure to advance wages beyond the normal market rate, or to reduce the working hours. I do not think that the pessimist reformer has a firm or substantial foundation for his tirades against modern industry. I believe it is, generally speaking, the employer's desire to be fair and just in dealing with employees. I also believe that progress toward reciprocity or co-operative production in industry is gaining ground each year.

The principle of profit sharing is one that is to be highly commended, as it enables employees to work with a more combined will; knowing that it is for their benefit as well as that of their employers. Under this system men generally do their work more cheerfully and in a happy, contented spirit, which alone is worth, in actual result, all that profit sharing costs a company. Individually, many workmen show decided interest in the company employing them by suggesting various economies and improvements in industrial operations.

It was some forty years ago that the Hon. John Bright, of Birmingham, England, took a leading part in discussing the various methods for profit sharing, or co-operative industry then advanced. In this, as a manufacturer, doubtless he was influenced by existing differences between labor and capital, which were shown in frequent strikes and lockouts and a general attitude of suspicion between employer and employe throughout the industrial centers of England. Mr. Bright believed that some rational system of profit sharing, some working method of co-operation between capital and labor, would reconcile these differences, allay these suspicions and give to industrial activities a greater steadiness.

The outcome of this agitation, as I recall it, was that a number of business firms in England adopted a system of profit sharing something like this:

Pay first to labor its current market value; then, second, pay to capital a fair interest; and, third, divide the remaining profit, if any, into two equal parts, one part going to labor and the other to capital.

Our First Experience.

The plan seemed to meet with general favor. I became deeply interested in the subject and wrote to Mr. Bright for full details of the scheme, which he was good enough to send me. From this information I put into effect an application of the English experiment to my own conditions and gave it a trial in my own business.

At the expiration of two years the plan was abandoned. It did not work out satisfactorily, either to my employes or myself. After careful enquiry among my foremen I could

not find any evidence that my profit sharing was making my workmen either more industrious or more faithful to my interests.

Perhaps this plan might have worked out better had we gone further with it, had we been more persistent in working up enthusiasm among our employes until such time as we had money to divide with them. But business was dull when we tried this plan, and there was little to divide, and we felt that we could not afford to make any division. Doubtless the men also felt the little was not enough to arouse their interest particularly.

Even in England it soon developed that the workmen themselves came to oppose the scheme, doubtless on the ground that it tended to increase production—a condition which seems to be the chief stumbling block in the way of any scheme of this character. My conclusion, after this trial, was that all profit sharing projects, up to that time, while looking and sounding well in theory, did not turn out as expected when put to the test of practice.

Workmen as Shareholders.

My next experiment in this line was on an entirely different basis, but with the same objects in view. I put in operation a system by which our workmen were given an opportunity to buy Crane Company stock to an amount equal to their yearly salaries. This, of course, gave the men who took advantage of it some share in the profits of the business, while at the same time it required that they should put their money with that of the company in order to share in the company's success.

By this method Crane Company undoubtedly obtained some advantage in the closer co-operation of those of our employes who became stockholders; but the experiment was not all that we desired or expected, for the reason that our workmen did not to any large extent avail themselves of the privilege. It is difficult to explain why they did not; but my opinion is that, in the first place, many of them were unable to get as much as \$100 together to pay for a share of stock. Further, I imagine that many of those who could have bought stock preferred to put their savings into homes for themselves rather than to invest in any other way—particularly in a manufacturing company, where they did not seem to see as much security as in real estate. Your average workman is ready enough to share in the profits, but not to share in the risks of industry or commercial enterprise.

A system of making stockholders of employes has certain drawbacks, especially in view of the frequent contentions between capital and labor. When the stockholder in the shops is doing an honest day's work he is likely to be criticised by the labor demagogue or agitator as trying to "set a pace" for the other workmen, just because he is a stockholder, where, were he without stock interest in the company, his day's work might be taken as his natural gait. Then when strikes come I have been

sorely disappointed to find that the stockholder-employes loses influence with the other workmen. No matter how fair he may try to be between capital and labor, which he jointly represents, he will be suspected by his fellow workmen of leaning more strongly toward his stockholding than toward his laboring side.

Plan That Has Made Good.

My third experiment—Crane Company's present system of profit sharing—has been in operation for about nine years. It consists simply in the company making an out-and-out gift once a year to all of its employes who do not in any other way share in the profits of the company—such as stockholders, officials, etc. The amount thus distributed among our workmen is determined by the success of the company for the year just passed.

For the first two or three years this amount was equal to 5 per cent. of the annual earnings of each employe; since then, and up to the present, we have been able to give each employe 10 per cent. of his annual earnings. This money is distributed about Christmas time, and the company refers to it as a "Christmas present." There are no restrictions as to length of service, position, etc.

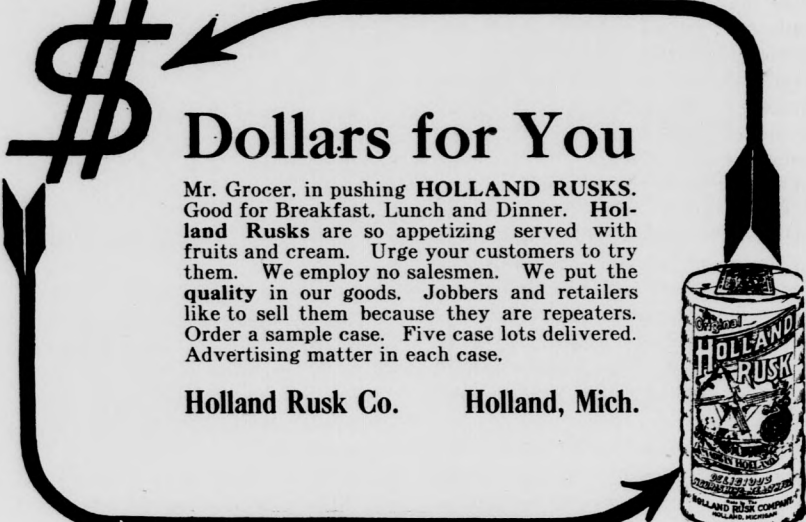
The employe who has been in the company's service a month is treated the same as the employe who has been with the company many years.

If an employe leaves the service of the company of his own accord or is discharged for cause, he thereby forfeits his share of the profit—or of the gift—for that year. But if an employe is laid off, or his services dispensed with through no fault of his own, he is considered to be entitled to his share of the year's distribution up to the date of his leaving.

I am under the impression that this is as good a scheme as any that can be devised, under existing industrial conditions. The company in no way is bound to continue it for all time; nevertheless, it is my earnest hope that it may be able to do so. We have no disposition to pile up an enormous and unnecessary fortune, and I feel that in giving a portion of our earnings to our employes in this manner more good will be accomplished than by spending large sums, as some people do, in many other directions.

Profit Sharing Pays.

So much, then, for my own experience in profit sharing plans. As for the principle itself, I believe in it. I believe that every employer should



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.

IMPORTED FROM HOLLAND

FROU-FROU

THE WORLD'S GREATEST WAFER

APPEALS TO YOUR CUSTOMERS' PALATE

Everybody loves good things to eat, and most of them are selfish enough to gratify their appetites for good things even if they have to deny themselves other things.

The superior quality and exquisite flavor of **FROU-FROU** makes it a favorite everywhere. It costs the consumer less and nets you more profit than the ordinary wafer. Write for samples and prices.



Biscuit Fabriek "De Lindeboom"
American Branch, Grand Rapids, Mich.

adopt some rational method whereby he may be in a position to divide some part of his yearly profits with his employes. Not only is this a good course from an ethical point of view, but it is a wise course from the viewpoint of business.

Even if from no nobler impulse, enlightened self-interest should prompt us to make this division, for we should remember that no gift is lost. In some form or other it will come back to the giver, and often in manifold greater volume than the gift itself. While I may say that the Christmas giving of Crane Company (call it "profit sharing," if you will) is governed by the spirit of kindness, the desire to be fair and just, we do not pretend to close our eyes to the fact that this giving pays, that our annual distribution of part of our profits is in the nature of a good investment. Long before another time for giving returns, the gift of the previous Christmas has come back to the company in the way of better service, of greater enthusiasm, of a more coherent working force, and of a more pronounced loyalty to the company and its interests on the part of its thousands of employes.

I believe the reverse of our policy has equally patent results. The man who is close and niggardly with his employes, who pays not a cent more than the stipulated wage—and often pays that grudgingly—gets but the service he pays for. He does not get loyalty, or enthusiasm, or regard, nor does he deserve to get them. He gives nothing and he receives nothing. He loses by his failure to be generous and just. He lives a wretched existence and he leaves nothing worth while to show for his life of labor.

A Rule That Works Two Ways.

From this, and the plan that Crane Company actually has in operation, you may see that I am a warm and consistent advocate of profit sharing as a principle of modern business. You may criticise some features of its application, some of the purely theoretical schemes for applying the principle, but with the principle itself I am in accord.

And, as I understand it, the principle is this: If an employer concedes it to be fair and just that his employes have a share in his profits, the employes should be equally willing to concede that they share with him in the losses.

I can not see that with any reasonable system of co-operation the employer is under any greater obligation to divide part of his profits with his employes than the employes are to divide a part of the losses with the employer. It would be a peculiar application of the principle of co-operation that would let the employes in for the good things of a fat year and leave the employer to bear the full burden of a lean year. I consider this recognition of mutual sharing both of gains and losses the basic principle of any rational system of profit sharing or co-operation that can be devised.

There is one thing that is perfectly clear regarding all co-operative en-

terprises, and that is that they always have failed where they have been new enterprises. At the same time, investigation will show that there has been a number of immensely successful profit sharing enterprises; but I apprehend that they will be found to apply mainly to businesses in which the employers have to depend largely upon the honor and good faith of their workmen—such as, for example, decorators, retailers, etc., where the business necessarily is conducted on the merits of the employes. I do not think the profit sharing principle can be applied so well in the case of salesmen selling on percentage, or where employes work on piece work, or where the output of the day may be measured easily. Nevertheless, it is probable that a reasonable division of the profits would be found to pay in any business.

Balancing the Debt to Capital and Labor.

A word or two regarding the theory of Mr. Bright that above a certain point profits should be divided equally between capital and labor: I took exception to this at the time it was proposed; I take as strong exception to it now.

The chief objection to this theory is that the value of labor to a given industry can be definitely measured, while the value of capital can not.

This is particularly true of most of our modern industrial enterprises in which the invested capital is owned by the actual managers of the business. Few, if any, of these managers are drawing salaries commensurate with the skill and energy they put into their management and the responsibilities and risks attached to their investments. They have to depend for their compensation upon the profits earned by their capital.

The responsibility of labor is in no way to be compared with that of capital, and it is a manifestly inequitable proposition that demands an equal sharing in the profits of a business between capital and labor. There never was a time when so much skill and energy, so much brains and experience were put into business as is done to-day, and no ordinary salary—especially in a large business—would be proportionate to the services rendered by our modern managers.

As to any hard and fast scheme of profit sharing, there are all sorts of persons in business, and I do not believe that any one scheme can be devised that would work satisfactorily all along the line. Some business men have only moderate ability, and this naturally brings them little or no profits. Between these and men of extraordinary ability we find all varieties and as many degrees of business success. Surely it is not reasonable that the man who has only his capital in a business, or the man who has his capital invested and in addition works hard early and late to make his business a success, or the man who has just started in business, and the man who has been in business successfully for many years, should be required to



Are You a Troubled Man?

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

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

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

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

VOIGT MILLING CO.
GRAND RAPIDS, MICH.



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

Watson-Higgins Milling Co.
Grand Rapids, Mich.

Evidence

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

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

"Purity Patent" Flour

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

"Purity Patent"

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

WE have on our books today customers whose fathers were customers many years ago, men now who were boys then playing marbles or hopscotch in front of their father's store. Life long friends they are and it is with particular pride and satisfaction that we refer to them.

Only a **SQUARE DEAL** makes and keeps such friends and the list is growing longer every year.



JUDSON GROCER CO.

Wholesale Grocers

Grand Rapids, Michigan

accept the same percentage of profit on their capital and divide all that percentage equally with their employes.

For the reasons advanced and because our present plan has brought a gratifying measure of satisfaction both to us and to our employes, I am inclined to the opinion that our method of profit sharing—that is, a division of profits determined by the employer and based upon the success of the business for the year—is about as good as any that can be devised to meet the conditions under which business in general is conducted today.

How We Supplement Profit Sharing.

A division of profits, or a gift of part of the profits, at the close of a year, is not all that there is to a profit sharing plan. In our own case, for example, we have a pension and sick relief fund for the benefit of our workmen and their families.

Then we maintain, solely at our own expense, a physician's office and surgery, a house physician for our men employes, and a woman physician for our girl employes. The service of our physicians and the necessary medicines in case of sickness or accident, are given free to such of our employes as may need them.

Naturally the expense of this pension and sick relief plan and of our physicians—coming wholly from the company's treasury, and the benefits going wholly to our employes—reduces the company's profits; and to the extent of this reduction and this benefit, the company is sharing its profits with its employes throughout the year, in addition to the gift of 10 per cent. of the salaries and wages of the employes made at the end of the year.

Unfortunately any discussion of this question is bound to cause controversy and in some instances bitterness. Some will go even to the extreme of calling it "socialistic," and these latter critics will be strengthened somewhat in their position by the fact that there is a good deal of feeling among mechanics that they want no special favor from their employers; that they are ready to give a fair day's work for a fair day's pay, and let that settle the account.

Still I can not see in any of these criticisms a sound argument against what Crane Company is doing in this line. Few employers really can afford to share their profits with their employes; but that is no reason why those who can afford it should not do so. Undoubtedly it is the right thing to do when the employer can afford it—that is, can afford to do it in a way to make the profit sharing effective.

R. T. Crane.

The egotism of a fool man reaches the high spot when some fool woman takes poison because of love for him.

The man who is driven to drink by adversity probably would have it brought to him by prosperity.

All men are popular—with themselves.

Necessity of Tact in Handling Customers.

Written for the Tradesman.

Blessed is the merchant who is long on tact; for, other things being as they should be, that dealer shall be prospered in his merchandising.

It takes a whole lot of diplomacy to get through life amicably in almost any capacity; but the public servant who maintains pleasant relations with his present and prospective patrons, and with the community at large, must have his bump of prudence so conspicuously developed that, to the unsophisticated, it looks like an excrescence.

You will notice that I have used the phrase "public servant" as a synonym of merchant or dealer. If you are a merchant, take no offense thereat; for really that's what we merchants are. It's up to us to serve. And Whoso serveth must also save. D'you get that? Yes; we've simply got to jolly them along just a little bit; and, even though we are thinking things that aren't exactly sayable, we must maintain a calm and unperturbed exterior.

Our mental attitude should be somewhat analogous to that of the exchange girl, who, when we have chased down stairs to answer the call, cheerfully tells us to "never mind it, please!"

Anybody on earth can sit down (if he is so minded) and brood over his own difficulties, discouragements and hard luck experiences until he develops a big, blubbery, indignant grouch against the universe in general and his job in particular.

If he's a dealer, he can conjure up all the chronic kickers who deal, or have at one time or another dealt with him. He can recall their unreasonable demands, their carping complaints, their nagging, persistent, patience-wrenching mode of pow-wow about some trivial matter. He can think of the slow-pays—the people who are long on insisting that the goods be sent around "right away, please," but short on coming across with the wherewithal. And then he can turn another mental switch-key and flash on the field of consciousness the likenesses of those who have bought merchandise from us and never paid. And a sordid bunch they are! We can watch them going and coming, and going again—always clutching in their covetous fingers money that rightfully belongs to us! If we look long enough, they'll turn and leer at us until the very sight of them fills our minds with disgust.

If you are a salesman, you can think about the vexations and disappointments incident to your work; i. e. you can think about such things if you are anxious to contract a case of grouch. In that case, of course, the "boss" or the "manager" will not escape. Neither will the store's clientele. You bet they'll come in for theirs.

But what's the use of concentrating the mind upon the unpleasant things of life? Why magnify the difficulties peculiar to your work? Other merchants have their troubles—and have had since the first retail dealer open-

ed the first little hole-in-the-wall of a shop and announced to the natives that he would sell them merchandise in exchange for brass rods and iron rings and pelts of wild animals, or whatever else was used as a medium of exchange in his days.

Ever since that halcyon period of primitive retailing, there have been difficulties associated with the business.

And will be, in all probability, until he last shop on earth is closed at the end of the last day's business

just before the advent of the millennium.

And if there is, in any store anywhere, a salesman or sales lady who hasn't had his or her troubles, such a one ought to be taken alive and put

G. J. Johnson Cigar Co.

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

An Old Friend in a New Shape

Green Seal Cigars

New Size--STANDARD
Three for a Quarter

Detroit Cigar
Manufacturing Co.
Detroit, Mich.



YOU HAVE MADE A MISTAKE when you buy a Christmas line without first seeing our samples. If our salesmen do not call on you write us and we will see that one does.

THE WILL P. CANAAN COMPANY
105 N. OTTAWA ST. GRAND RAPIDS, MICH.

We Make Them

A full line of
Metal Specialties

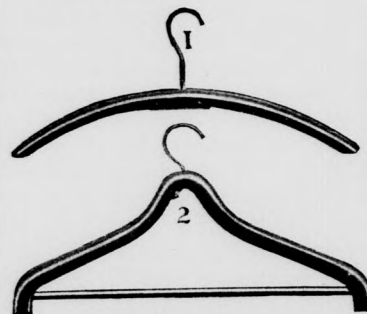
At 5-10-25 Cents

When you buy from us you get the goods right from our machines at bed rock prices. This enables you to sell the best at the lowest prices. Write for our special \$11.20 offer of 5-10c items.

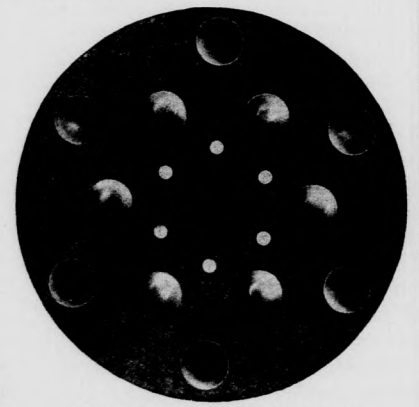
They are quick sellers.



Mail Boxes at
Popular Prices



Pressed Steel Coat Hangers



Aluminum Kettle Bottom

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

into a museum so we could all go and have one long, lingering, salutary look at him, or her or it.

Have you met people who persist in regaling you with hard-luck stories? But of course you have. They are thick as blackberries in August. Now, honestly, don't you think they are droll to go about peddling their troubles? Why do they make themselves ridiculous? Are they hankering after sympathy? Or do you suppose they have a notion that they are so unlucky they are conspicuous by that very circumstance? Is it sympathy they crave, or is it a morbid, foolish pride that prompts them to do it? Well, maybe both motives are intertwined in the psychological snarl in which they have gotten themselves; but anyhow they pester you with their complaints. And you are vastly relieved when they tear themselves away—or, as is more likely to be the case, when you suddenly remember that you have an important engagement, and so must leave them somewhat abruptly.

Now the man who hands out hard-luck stories should never for a moment imagine that he is dealing in originalities. No matter how hard hit he's been, somebody else has him outclassed. Every community has its typical hard-luck victims; and history is fairly alive with them.

The person who dwells on the dark side of life and exaggerates his individual difficulties is lacking in common sense. Unfortunately our schools seem to be unable to get together a body of instruction to be set

forth as science or discipline on Common Sense. As the old professor said to a student on one occasion: "Young man, if you lack piety, study your Bible; if you want any information on any subject under the heavens, this faculty will undertake to put you in the way of getting it; but if you lack common sense, I'm afraid neither this faculty nor the Bible will do you any good."

Now the person who is deficient in common sense is apt to develop into most any kind of a nuisance. He may, for example, become a snob; but he's more apt to take to sniveling. In that case he'll tell you how he could rise up and cut a wide swath, if it were not for the pesky opposition he has etc.

Common sense keeps us from feeling sorry for ourselves, for common sense—which is just the ability to see things in their perspective—informs us that the other fellows have just about as many troubles as we do.

Also common sense is usually associated with a saving sense of humor. That keeps us from thinking more highly of ourselves than we should. The saving sense of humor gives us a sense of moderation and poise.

I knew a prominent editor of a religious journal that was much given to controversy. Some editors of religious publications are great controversialists. In some circles it is thought that the "saints" are greatly edified by these spasms of abuse, vituperation, insinuation and billingsgate. And this editor's vocabulary

was strong on bemeaning epithets. He had evidently spent hours and hours over his Thesaurus. Shrewd fellow, too. Usually got the better of the other man—only he hadn't sense enough to stop fighting when the other fellow was down. Even after the enemy had been pounded into a purple pulp by the laying on of verbal cudgels, this editor kept up a noise like unto her who whacks dirt out of a floor-covering in the festive month of May. By and by it got so bad the owner of the paper had to let that editorial chap go. He said to me: "I like a clean fight, I guess, about as much as anybody, but Blink never knows when to quit. He was so everlasting rampant he simply played the mischief with our subscription list."

Now here comes a customer you haven't seen for a long time. And you know why, too. The last time she was in there was an unfortunate little occurrence that got her miffed, and she cut you cold. You tried to be civil when you met her on the street subsequently, but she was apparently still peeved. Now's your chance to use that common sense, to bring in that saving sense of humor, to be tactful. Lay aside past regrets. Dismiss fears for the future. Approach your patroness with confidence. Make her feel intuitively (for that's the way women feel) that you are too big and too generous to cherish an unkindly thought. If the fault was more her fault than yours, "never mind it, please." Now's the time to demonstrate that you are entirely at her service; that you are

willing to extend her your closest attention. Be diplomatic and win her back to the store. Frank Fenwick.

Johnny on Liberty.

My dear teacher has asked me to write a composition on the Fourth of July, and so I will say that our forefathers shed their blood that we might be happy and free. If it hadn't been for the sacrifices made by those Sons of Liberty we shouldn't to-day have:

A Beef Trust.
A Tobacco Trust.
A steel Trust.
A Milk and Butter Trust.
A Food Trust.
A Coffin Trust.

A Coal Trust and 226 more besides.

Our aldermen wouldn't be bribed.
Our legislatures wouldn't be bribed.
Our senators wouldn't be stealing land.

Our merchants wouldn't be cheating.

We wouldn't be known as the Land of Liberty and the most corrupt politicians and officeholders on the face of the earth. I am only a red-headed boy, but when I think that this was what our forefathers fought and bled and died for, I want to get right up and kiss our glorious flag and yell for freedom. I'd do it, too, only that the Flag Trust has got all the flags co-opered, and if I yell enough to get a sore throat I shall have to patronize the Drug Trust.



Common-Sense
On Safes

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.

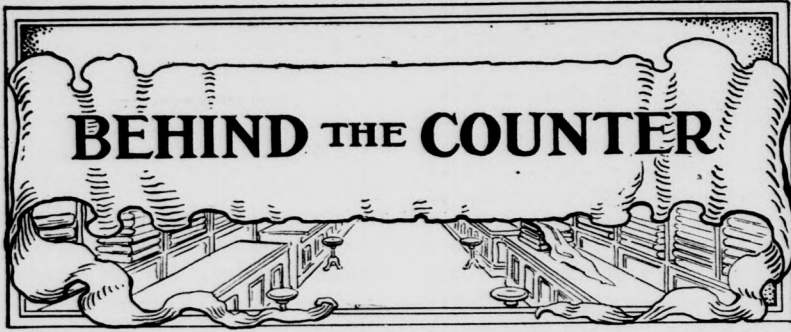
If You Want a Good Safe—

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.



Reaching Out For More and Higher Work.

At 18 I secured a position in a clothing store in Northern Michigan at \$3 per week. My duties were to open up at 6:30, build the fire, sweep the floor, shovel the snow from the walks, or wash the windows, and as those were the days of sidewalk display it was my duty to "rag out" with seasonable goods. I was permitted to wait upon customers only when the older heads were busy and to "turn 'em over" as soon as one of the more experienced clerks was at liberty.

My disposition was naturally sullen and I was subject to attacks of "the blues," which would hang on for days at a time. Sometimes the proprietor's "Good morning" (it was always a cheery one) would meet with response and sometimes not, yet for some unaccountable reason he took a liking to me and on an average of twice a week would give me a lecture on cultivating a more amiable disposition. How many times in the past few years have I thanked him for the time and pains he took with me, for when I left three years later I had a cordial salutation for every one.

The Day of Small Things.

My salary had not grown to any great proportion, for after three years I received \$6 a week if business was good and \$5 if it was not. I was never sure of the size of my envelope until I had opened it, for the boss and I were never of the same opinion as to what good business was, especially when I drew the five.

At 21 I decided the game was too slow and accepted a position as a hotel clerk in a summer resort hotel. During my short experience in this capacity I met the girl of my choice, and, amid strenuous objection from her parents, we were quietly married. After being accused of not being able to support myself, to say nothing of another, I "blew" the town, and with the added prestige of being a married man and possessing the required amount of nerve, I secured a position as salesman in a men's furnishing section of a Northern Michigan department store at \$12 a week.

Helped in the Buying.

The owner, who did his own buying, let me help select the merchandise, and as he favored the handling of bankrupt stock and job lots, also gave me some leeway as to how my allotments should be merchandised. The first year the gross profits in my department were 35 per cent. and the proprietor, although he took his own inventory, declared there was

surely an error somewhere, for in those days of lower running expense gross profits rarely went higher than the twenties. The fact of the matter was that my portions of the bankrupt stocks had been exceptionally clean and well assorted and had been merchandised to good advantage.

Learned Card-Writing.

However, I soon realized that a salesman's salary in the average store was limited and that the climb to even the limit was mighty slow, so I began to look about for an occupation in which I could look for a quicker rise. It seemed to me card-writing and window-trimming offered the quickest returns and I enrolled with an institute for its card-writing course.

For months I practiced every night until a late hour, and although the work did not seem to come naturally to me, I kept everlastingly at it until my cards, although taking me a long time to execute, were fairly presentable.

Took Up Window-Trimming.

At the end of a half year our window trimmer left for a better position. The head of the house looked for some one of experience to take his place and as the days slipped along and he was unsuccessful I finally plucked up courage enough to ask for the work, offering to do the trimming nights and my own duties during the day without increase in salary. I told him of my card-writing and submitted samples of my work for his inspection. He gave me a trial and as compensation for the extra work paid my tuition with the institute in a correspondence course in window decorating.

For eighteen months I worked days, nights and Sundays, was pooh-poohed by the others of the force for my efforts (without extra pay) to "get a stand-in with the boss."

Sought Wider Field.

At the end of eighteen months, however, I went with a bigger store in a larger town as decorator and card-writer at a salary greater than that earned by any of the force in the old place. This position I held two years, at the same time taking charge of their men's furnishings department under the same conditions as those on which I had taken on the decorating and card work with my former employer.

Here I got my first buying experience, for nearly every week I arranged my work so that I might cross the lake to the Chicago market to fill in the furnishings stock. The expense of these trips was small and my employer was a firm believer in a hand-to-mouth business. The re-

sults at the end of the year were so satisfactory that a substantial increase was forthcoming without my asking.

Appointed a Buyer.

I was realizing more and more that a buyer's position offered the best chance to climb in merchandising, and when an offer came, six years ago, to manage the hosiery, underwear and men's furnishings departments with my present employers, even although the increase in salary did not warrant the change, I welcomed the opportunity. Here is where I fell in love with my work.

The force under me was congenial and I owe a great deal of my success to their co-operation, for every one of them had more knowledge of the stocks than I.

The Day's Work.

During the day I sold goods with them. At night I filled up the stocks to avoid the confusion the following morning. I never asked my force to work overtime. I bothered the life out of my employer—who at that time was the advertising man—with requests for advertisements, with questions and with suggestions. At night I trimmed the window allotted to my departments and wrote my own cards, so that I might have them just when I wished. This caused some feeling on the part of the store decorator, but I finally had my own way and in time we became very fast friends.

This continually sticking to it method began to bring results and the first year's increased business was so gratifying that my employer added the millinery section for my management. Later the muslin, underwear and corsets, and still later the women's ready-to-wear were added, leaving the selection of those upon whom I must depend for assistance to me. In the hiring of assistants I was particularly fortunate

and with one exception all my departments have grown materially.

Took Up the Advertising.

I now possessed a desk alongside of my employer in the office, and one day he said, "I'm going away tonight and I wish you would attend to the advertising; twenty inches will suffice." I know he was afraid to give me more leeway, and that was our minimum space. He doesn't know to this day that I worked until 11 p. m. getting out that twenty inches, but, if I do say it myself, it did not disgrace the store.

Then he went away for two days, went East for a week, went West for a month, each time taking the advertising back upon his return. I continued to improve, and after a month's absence three years ago he forgot to relieve me of the publicity end of the business and I guess it

Increase Your Sales of

BAKER'S Cocoa and Chocolate



ANY GROCER who handles our preparations can have a beautifully illustrated booklet of chocolate and cocoa recipes sent with his compliments to his customers entirely free of charge.

Ask our salesman or write

Registered,
U. S. Pat. Off.

Walter Baker & Co. Ltd.
DORCHESTER, MASS.



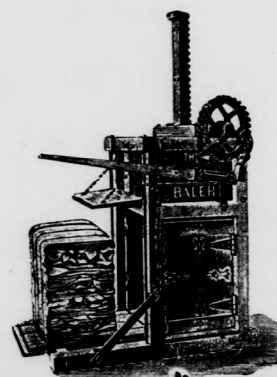
CITY BAKERY CO.,
GRAND RAPIDS, MICH.

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.

has not occurred to him yet, for I am still writing copy every day.

Things went so smoothly during his absence that I was taken into the firm, made manager of the business and finally Secretary of our company.

It has been great sport; every day's work has been a pleasure, and, from my side of the fence, I can not understand why every young man behind the counter does not strive every minute, with his eye on the man above, prepared at any time to step into his shoes. If the boys would only realize the possibilities that are bound up with efforts earnestly applied we of the managing end would have to "go some" to hold the bag.

Always Eager To Be Ahead.

One time during my second year with this firm my employer ordered me not to work nights. He said I was doing too much of it. Yet the janitor, oddly enough, was not instructed to refuse me admittance. That same year we were to invoice on a Monday night, and in my anxiety to be the first to have my stocks in the office I borrowed the janitor's back door key and sneaked in on Sunday morning to finish preparing my sections for stock taking.

Whatever moved the head of the house to wander into the store that morning I never could figure out, but he fired me out bodily and told me Sunday was a day of rest. Yet, singularly enough, he never asked me how I got in, neither did he take the key away from me, so I slipped back Sunday afternoon and my stocks were on paper ready to be figured before those of any of the other departments.

The advancement given me later on proved that my employer held no feeling as a result of my disregarding his orders to slow down and cut out working overtime. It was not praise I was after, it was results, and the real pleasure I got from seeing the business grow was ample return for the extra effort. The salary increases always came as soon as the results warranted.

I am 32 years old now and what little progress I have made I attribute to earnestness, love of my work for the work itself, always being willing and prepared to assume extra duties regardless of extra salary until I have made good, consideration for those under me, doing to-day's work to-day (or to-night if the day was too short) and last, but not least, sticking everlastingly to it with an eye on the duties of the next man above me.

F. F. Ingram,

Sec'y L. H. Field Co., Jackson.

His Oversight.

Adam Smith had decided to write a book and call it the "Wealth of Nations."

"Most of that wealth will be mine," he said, "if everybody named Smith buys a copy of it."

But he made a sad mistake. He neglected to dedicate the book to the Johnsons.

The man who tries to "do" you and fails may do the next best thing.

Cigarette Habit Leads To Disease and Dissolution.

In some parts of Europe cigarette smoking is almost universal, and, so far as I know, no special deleterious effects are noticeable. This immunity is owing to the temperament of the people and the peculiarities of the climate.

My argument herein has America and Americans in mind.

The dull and phlegmatic Russian can do things we can not. The Spaniard, the Italian, the Mexican and the Turk are built on different lines from us. Americans need in their business all the brain power they possess. The modern hidaigo has no business.

In parts of Europe respectable women smoke cigarettes in public places; in some parts of America ladies smoke pipes and use snuff; in South Carolina are good folks who eat clay. But these things form no precedent for us. Many men smoke cigarettes and are not harmed, but no one ever claimed that a man was a better man and more efficient because he used tobacco.

Fortunately, most young men who begin the habit quit it before it gets a vital hold upon them. Were this no so how could the student body outstrip their professors at Harvard, Yale and Dartmouth? These young men smoke cigarettes just as they dabble in strange vice when away from the immediate restraint of family and home. Later most of them square away and become pillars of society.

I admit that the moral strabismus of the cigarettist is not always caused primarily by his smoking. I admit that it is a fact that the idle, slipshod, inert, secretive, untruthful take to the habit very kindly. In short, I admit that because a thing goes with a thing, the thing is not necessarily the cause of the thing.

The cigarette smoker is not a degenerate because he smokes cigarettes. Quite often he is a cigarette smoker because he is a degenerate.

Some cigarette smokers make fine distinctions between the factory-prepared article and those they roll with their yellow fingers in our presence. But after long and careful study of the subject I can find no reason to suppose that there is any real choice in cigarette paper, cigarettes or cigarettists. The burning of tobacco and paper together in proximity to the saliva distills a subtle, chemical poison that has its sure effects even upon the strongest constitution.

Cigarette smoking begins with an effort to be smart. It soon becomes a pleasure—a satisfaction—and serves to bridge over the moment of nervousness or embarrassment.

Next it becomes a necessity of life, a fixed habit.

Beginning as a habit the matter eventually becomes a vice. The first indication of degeneration is in your cigarette smoker's secretiveness. He feels his weakness and so seeks to present a bold front. Bluff is his chief characteristic. He tries to make an impression, he talks big. He is full of promises. He confuses dates, times and places, and often will tell you he

has done a thing when he only intends to do it.

Only the strong man is honest, only the healthy tell the truth.

A lie is a disease of the will; hypocrisy is a symptom.

For physical exertion our cigarettist has a profound dislike. Should you by much effort get him into an outdoor game he soon grows weary and stops to light a cigarette.

When he rides he pollutes the morning air with smoke. Ere long he will grow limp as a printer's roller in July; his vertebra is Goodyear; all of his decision goes into smoke, and if you ever had any hopes for him they are ashes.

The cigarettist has an abnormal egotism—he has much faith in himself. If this faith wavers he rolls a cigarette.

Often, in advanced stages, half the day is given to rolling cigarettes. To find men who roll cigarettes for their own smoking for one or two hours a day is not difficult.

I do not make my appeal to the cigarettist himself, because it is of no use. He has a fixed belief that he is immune and that all men are mortal but himself.

His name is Mr. Knowitall.

He grins at warnings, laughs at the advice of his best friends and turns your brotherly appeal into a joke. He sets his little will against the knowledge and experience of the scientific and business world, all of which action is but a symptom of his paranoiac malady.

The man who quits the cigarette

habit must see his own folly and convince his own mind of the existence of the vice ere it can be eradicated. The trouble is in his brain. There is no salvation for him outside himself.

There is no doubt that the cigarettist is often a man of many good impulses, and over and over in his heart there sweeps resolves to cease all subterfuge and be true, but these maudlin resolves are not to be trusted any more than your hearken to the promises of a "dope fiend." The choice between cigarettes and daily doses of cocaine, morphine and bromide is very slight—all and each lead downward to disease, dissolution—death.

Elbert Hubbard.

A Sign of Progress.

"Do you think people are really making any progress? That we actually gain in knowledge and worthiness?"

"Certainly. Why, hardly any woman bleaches her hair now."

Generally Gets Fooled.

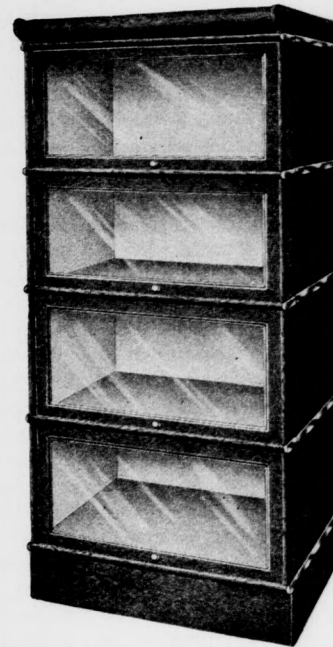
It generally happens that the man who "could have married any girl in town" picks out one who has a turned-up nose, an ugly mouth, a quick temper and not half as much money as he thought she had.

One Trouble.

One trouble about giving a man rope enough to hang himself is that he generally uses part of the rope for the purpose of entangling others.

Circumstances and lawyers alter cases.

Our New Sectional Shelving



The illustration shows four tiers or stacks of our new glass front sectional shelving. This shelving is one of the most convenient and economical fixtures ever offered a merchant for displaying and storing laces, embroideries, muslin underwear, etc.

These sections are built in the same general style as sectional book cases, and all the different sections, top and base illustrated above are carried in stock ready for immediate shipment.

Our new catalog of department store equipment gives complete information in regard to this shelving and many other

fixtures which will be of interest to you. A copy of it will be furnished on application.

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Grand Rapids, Mich.

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84 Jefferson Ave.

New York Salesrooms
732 Broadway



The Dealer Is Not a Drain on the Farmer.

In localities where the idea of co-operative buying has taken root and has blossomed into a fruition of societies of farmers and other consumers for that purpose, one hears a good deal of the middleman. Most of the iniquities of trade are attributed to him. He it is who is responsible for the low prices the farmer receives for his produce, and for the high prices the farmer pays for his necessities. Emancipation from the trials of poverty is made contingent upon the suppression of the middleman. He is accused of getting the farmer going and coming, and until his pernicious presence can be eliminated, the down-trodden farmer can never get what is coming to him. The co-operative plans of both marketing crops and procuring supplies have this basic idea as their justification.

Without intending to trespass upon the patience of the reader by writing a single word in condemnation or disapproval of the attitude of the farmer toward the middleman in general, or without entering at all into the validity of the facts that are adduced to prove his alleged iniquity as a general proposition, we do feel we are justified in protesting against the inclusion of the retail implement dealer in the category of middleman, and we are disposed to take issue with that attitude which persistently regards him as guilty of the crime against justice attributed to the middleman.

The assignment of the retail implement dealer to the classification of middlemen results from a confusion of ideals and an erroneous argument from analogy. Because the necessities of the implement trade have placed the retail dealer between the manufacturer of implements and the consumer the function of the dealer has come to be confounded with that of commission merchants, brokers and others who come between the farmer and his wheat and the man who ultimately consumes that wheat, or with one of the many factors that intervene between the manufacturer of clothes or sugar and the farmer as the ultimate wearer of those clothes or the consumer of that sugar.

The difference between the two lies in the fact that in the one case the course from manufacturer is almost direct; in the other it is circuitous and involved. Without going into details to show how much shorter and more direct is the course of a plow from factory to farm than is the course of a suit of clothes, we

will simply assert that it is so. The farmer himself knows it, and so do all connected in any way with the implement business. Perhaps in no other department of trade is the course so short and direct.

When direct selling was in its infancy, it was theoretically permissible to assert that the profit of the retail dealer in implements constituted a tax upon the farmer. But now that the direct selling plan has been given a fair and impartial trial—a trial sufficiently extended in time to produce results reliable enough for purposes of comparison, it has been demonstrated that the retail implement dealer and his profit are negligible factors in the ultimate cost of implements to farmers. It has been demonstrated that the direct selling of farm implements, the direct from factory to farm method, is not economical from the viewpoint of expense, and is unsatisfactory from the viewpoint of convenience and efficiency. It has been demonstrated that it costs just as much or more to sell goods without the intermediation of the dealer as it does to use him. It has been demonstrated, and the fact has been asserted by this paper, that in every instance where the price to the farmer was materially less on the direct sales plan than it was through the dealer, that the difference was accounted for, not in saving the farmer's money, but in depriving him of a portion of that quality in his goods which he had a right to expect.

In no sense, save in that of a perverted analogy, can the retail dealer be included within the class of middlemen, and he must be absolved from any of the stigma attaching to that unpopular factor in the commercial machinery. It is demonstrable, and perhaps we shall take later occasion to point out how in specific terms, that the implement man actually saves the farmer money on his tools, and rather than being a drain upon the farmer's resources, he is a conservator of those resources by providing economy, convenience and efficiency in an all-important way.—Implement Age.

There Yet.

"Brink, you spend about half your time tinkering with that motor boat. What is there about it that's so attractive?"

"The \$750 I put into it, old chap."

Occasionally a man who is not born great manages to thrust himself upon greatness.

The smaller the tub the sooner it slops over.

The Efficiency of the Dealer.

Efficiency is the watchword of the times. Efficiency of man and machine. One can not talk long with an implement manufacturer without the idea of efficiency being injected into the conversation. The manufacturer of implements is himself an apostle of efficiency. Necessarily he must be that. His own success depends upon it. The favor of the buying public depends upon that quality in his goods. He manifests it in the equipment of his factory; embodies it in the goods he produces; inculcates it in his selling force; advocates it to the dealers.

Especially does he advocate it to the dealers. He recognizes that efficiency among the dealers as a sales-making proposition is the most compelling force he can establish. For this reason no effort is left untried to bring the retail dealer up to a higher standard. No one who has not been brought into close personal contact with some of the larger factors in the implement business has any idea or appreciation of the amount of thought that is being devoted to this idea of efficiency at the present time. Money and means, time and consideration, methods and effort, all are being directed to that end.

The dealer quite as often as not is an entirely unconscious recipient of these attentions. He is being trained without knowing it. He puts into practical application the plans prepared for his use; utilizes the facilities supplied for him, all unwittingly that these have been thought out and planned for his particular benefit.

However, that is neither here nor there. Perhaps some dealers might resent the implication that they are in need of special training. Perhaps, for that reason, it is just as well that they are not objectively aware that they are undergoing a process of training.

That good is being accomplished is

obvious. There is a measure by which this good may be determined. It is the satisfied customer. That dealer who has the most satisfied customers is that dealer who is the most efficient. The dealer does not exist primarily to sell any particular make of goods. His first consideration should be the needs of his trade. To ignore these latter, and to insist upon exploiting some line of goods because it is theoretically applicable to the conditions is not efficiency. But to understand and appreciate the requirements of his territory, and then to meet those requirements by a judicious selection of goods especially adapted to them, thus fulfilling the need and satisfying the user—that is efficiency in the highest degree. To this degree many retail implement dealers have already attained, and many more are in process of arriving. No one who is familiar with conditions as they existed in the implement business twenty years ago and as they exist to-day can doubt his fact.

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The HIGH GRADE PRESERVATIVE



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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.

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E. J. KNAPP & CO BELDING, MICH.

Mr. Retailer—Just a word to tell you that we absolutely stand behind every roll of OUR TRAVELERS ROOFING.

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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.

EYE FOR AN EYE.

Ethics Not Adapted To Man at His Highest.

Written for the Tradesman.

Some years ago I had an experience that taught me the value of dealing kindly with another when he is "overtaken in a fault."

I had a high grade gun of which I was very proud, being at that time a rather enthusiastic Nimrod.

The gun was stolen.

I was boarding at the time in a hotel in a little town Down South.

In the hotel was a young man from a Northern state, who had recently come to our town to clerk in a hardware store.

He was a bright, interesting young fellow, and I had often talked with him at the table and in the lobby of the hotel. I rather liked him.

When he heard about the mysterious disappearance of my gun, he seemed greatly shocked. Also he manifested rather more interest than I thought was natural, since he knew me so slightly. He offered to do anything in his power to help me apprehend the guilty party.

I, of course, thanked him for his interest.

After this initial interest(?) on the part of the young hardware salesman wore off, however, I noticed that he seemed to shun me. This gave me my first clue.

It is a pretty safe bet that, when somebody you have been on pleasant relations with suddenly, and for no apparent reason, avoids you—it is a pretty safe bet that they have wronged you in some way. Maybe they have said something about you that is not true and realize in their own hearts that they have done you an undeserved wrong. The psychological law is well known, and is treated of at length by writers on mental phenomena.

So I kept my eyes on this young man.

A few days after the disappearance of the gun the young man left for the city to visit his home. (The city was something like a hundred miles distant.)

He left quietly on a morning train. When I heard about it I asked the hotel clerk if he was to be gone long? He did not know. I asked if he had taken any baggage of any kind. That he did not know. But from somebody else I learned he had taken a bundle perhaps two and a half or three feet in length.

Then it occurred to me that the bundle was a cardboard box of some sort. He, therefore, must have gotten it from the dry goods store. There was one exclusive dry goods store and two or three other stores that sold dry goods along with other things.

I had a friend clerking in the dry goods store. I made it a point to call on him and hear what I could.

Yes; this young man in question had called for a box of that character.

So I formed my theory. His mission home had been a two-fold one: to see his people, and to dispose of

the gun. He could not get rid of a gun in a small place like our little town without arousing suspicion. Therefore he took it to the city.

Several days later he returned. When he saw me he chipped up and seemed to be as friendly as before; not quite, but almost.

I left quietly the next morning. My purpose was also a two-fold one. First I meant to go and hunt up that gun, and then I proposed to go a bit farther and spend a few days fishing in a certain lake where the wary bass have a way of giving the angler some delightful thrills.

When I reached the city I consulted the directory and found the address of my young friend's parents. I boarded a car and rode out to see them. I introduced myself as coming from the town where their boy clerked. The little mother was so proud of her boy! I told her he was getting along so nicely I hoped he would have a successful career; told her about the social advantages of our little town and its commercial possibilities. The mother was pleased to see me.

Then—taking a long leap in the dark—I told her that I had understood that her boy had a gun to sell; and that, as I was passing through the city, I was minded to have a look at it.

And would you believe it? She said: "Yes; he did leave a gun here—almost new, too; and he asked me to sell it for him. Yes; I'll be glad to show it to you."

The dear little soul produced the gun—my property.

I carefully examined the number to be sure, then I thanked her kindly and told her that I would communicate with her son, and I felt sure we could come to satisfactory terms about the gun.

I then went back to the hotel and wrote a letter to my fellow boarder, telling him what I knew. In my letter I said:

"Frank, you have made a serious mistake. I don't believe you realize how serious it is. I could send you to the penitentiary for this, and blight your life forever. But I'll not do it. Now if I take this gun back with me people will ask questions that I'll find hard to answer. Suppose we let your mother dispose of this gun. I haven't told her a thing. The dear little soul hasn't the faintest doubt about the goodness of her boy; and so far as I am concerned she will never have occasion to doubt him. Now I have this suggestion: You can either order me a new gun from the factory exactly like my old one, or you can give me a check for the amount when I return. Let me hear your decision."

Believe me, it came by return mail, and it told me the order had gone forward for the new gun.

When I returned my young man came to my room with tears in his eyes, and thanked me for what I had done. He told me how he had got to playing poker; how he had lost heavily, and how in a moment of weakness he had taken the gun. He said he had not had a refreshing

night's sleep since that fatal moment.

He promised me that he would turn over a new leaf, and for the sake of the little mother make good.

He has kept his word.

I haven't a stauncher friend anywhere than Frank. I tell you he is loyal.

He married a beautiful Southern girl, has a large business of his own and is what you would call a promising and successful young man.

Don't you suppose I am glad to know that I didn't blight that young fellow's career by sending him to the penitentiary?

The natural impulse, both of primitive men—and of children in whom the primitive instincts are plainly evident—is to strike back.

I am personally of the opinion that the Master Teacher never intended us to take him literally when he tells us to "turn the other cheek."

It would be a rather droll thing to invite punishment, and everybody who is spiritless enough to stand up and permit somebody else to pound his face into pulp would doubtless be worthy of the contempt he would receive.

The Hebrew language, like every other language under the sun, has forms and idioms peculiar to itself; and it was characteristic of that language to put things extravagantly, picturesquely—doubtless on the principle that the way to make sure that the hearer (or reader) gets the full measure of the truth is to give him vastly more than he can appropriate.

The old Mosaic dictum—"An eye for an eye, and a tooth for a tooth"—does not contemplate the last word in ethics, and it does not contemplate man at his highest.

For primitive people who are not supposed to be able to rise out of their own circumscribed interests, and for children at play, this ethical standard is, perhaps, sufficient for practical needs; but hardly for men and women who have reached their ethical majority. Chas. L. Philips.

Choosing Wife by Her Voice.

A man has won for his wife a telephone girl whose voice pleased him. If every unmarried man only realized it there is a deal more good common sense in marrying a pretty voice than in marrying a pretty face. If the pretty face can have all the accompanying characteristics necessary to feminine perfection the man who wins this paragon is quite as lucky as the girl who wins goodness and wealth combined in a husband. No girl ever has denied that it might be an easy matter to fall in love with this special combination, but the men go right on seeking beauty as the first requisite. But a pleasing voice! Soothing under all circumstances. One can turn one's back on a face not quite up to the ideal, but who ever gets away from a voice? Leastways every husband claims he can not get away from "the" voice, so why not look for one with the note of music in its tones? Jane English.

If you succeed it is not necessary to explain how you did it.

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Iron Pipe
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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.

INDUSTRIAL EDUCATION.

The Day of Attainment Is Upon Us.

The essentials to success in any industrial educational undertaking are: "Finding the right boy." This can not be accomplished by hiring boys and turning them loose in workshops, expecting them to pick up a trade and then calling that procedure a system of industrial education. The boy must be discovered who has an inclination for the trade after having had an opportunity to understand just what the details of work consist; not only the boy, but his parents must be favorably disposed to his becoming a student, and when such a boy has been found, the next task is "Trying him out." The head of an industrial school can only get results through constant contact with each boy as an individual, studying the boy's inclinations with a view to determining whether or no the boy should be continued as an apprentice or transferred to some other occupation.

"Special all-around training," which will develop all the faculties necessary in a progressive printer, is the class of training that the industrial school must give, and some academic work coupled with a training of the eye and hand rounds out a boy as no academic work alone, or manual training alone, will round him out. The properly equipped citizen must have a well developed, broad mind.

"Let the work be in which he will feel an interest because it is of practical use, for it is only through a knowledge that the labor of his hands is a useful product that a human interest can be created and developed in the student."

"Pay the student wages," and in paying the wages, with the very first payment start contributions toward an insurance and capital, or retirement fund, so that with the first earnings of the youth will come the realization of the importance of laying aside a fund for emergency purposes, for business development purposes and for old age provision. With the possession of such a savings fund comes a much more rapid development of manhood and an appreciation of its responsibilities.

"Practical idealism," must be the governing and controlling motive of the instructor.

The six necessities above enumerated are producing satisfactory results and can be duplicated in any large plant, and a classification of those qualities and a restatement of them may induce many employers to undertake a similar work.

As the necessity for employing the student's time on live work is in present-day practice admitted to be an absolute essential to the successful development of the student, so should the industrial training of our youth, made through the agencies of the graphic arts departments of our public industrial schools, be the means of improving our local civic family life and advancing the home and family interest in each and every community.

Every school district large enough to have an industrial training depart-

ment should have a graphic arts branch, and that graphic arts branch should produce, either monthly or quarterly, a publication which should contain reports of the city or district officials; these reports being prepared, rewritten and finally printed in shape to be comprehended by the average layman citizen, for the place to teach the simplicity and the details of community life is in the industrial school.

The publication should contain comparative studies of the expense of government in various communities similar in size to the community in which the publication is prepared.

It should give full details of local tax rolls, assessment rolls and all the business undertakings of the community.

It should contain papers by the students discussing the various purely civic family affairs of the community.

Its entire visible effort should seem to be the acquainting of each student with the details of the operation of the public business of his own district.

The proper handling of a graphic arts class in each of our communities is going to give us intelligent citizens; for the students, in editing and printing the community periodical, are gathering information concerning civic life and civic family matters, and are learning how to understand and comprehend community life.

Artisans will discover their natural callings, and many a boy, by the opportunity offered in this graphic arts public trade school, would become a practical, first-class printer, while others, through contact with the graphic arts class, would learn that a profession or some mechanical trade, call definitely to him. The entire civic community, through the operation of the graphic arts class of the public industrial training school in the man-

ner herein outlined, will learn to regard the community life in its details as the individual affair of each individual citizen.

The general public—98 per cent. of the adults—speak of government and governors in the third person. Such a designation is wrong. As our study of civic life increases, we are going to talk of the task of governing as "our" task, and as "we," the legislators, instead of "they." "This city is my city;" "this playground is my playground;" "this expense of administration is our expense of administration;" and "we" must sit down and commune together and determine in what way "our" expenditures shall be decided upon and distributed. We only want the greatest good for the greatest number, and we can get it because we devote a reasonable amount of time to a study of each individual problem.

The day of the attainment of the manhood of the race is upon us. The human family as one great unit is feeling the influence of the unseen force which compels men of wealth and position to become their brothers' keepers, and the way to make the individual man potent for usefulness is to take him—the boy—and help him find his physical and mental strong points, and having found them, help him develop and train them to their greatest usefulness.

I. H. Blanchard.

The Good Old Days.

In the good old days everybody went to bed early and arose with the little birds. Now, many people stay up all night and toward morning eat the little birds.

In the good old days if you had a pain "amidships" the doctor told you plainly that it was stomachache. Now he calls it appendicitis, periton-

itis or gastritis. If you had trouble in the "upper story" he called it a headache. Nowadays it is corrusted exegerer antispasmodically emanating from an inflamed condition of the molecular and atomic formations constituting the medulla oblongata and thereby materially affecting the cerebral nerves, which being in juxtaposition thereto, produces a prolific source of irritability in the pericranial epidermis of the mental profundity.

In the good old days girls wore sunbonnets that were as sweet and simple as they were inexpensive. I can explain the mysteries of the Aurora Borealis; I can analyze the rings that encircle Saturn; I can solve the most intricate problems of algebra, geometry and calculus, and demonstrate the fourth dimension; I can compute the return of Halley's comet and explain the gymnastic stunts performed by its evanescent tail; I can even forecast with comparative accuracy what a small boy is most likely to do under given conditions; but I can not explain why a young woman, married or single, or even a woman whose age is enshrouded in a halo of mystery, will gad about the streets, take horseback or auto rides in all sorts of weather, with nothing on her head but a collection of store hair; while that same maiden, matron or maid will attend church wearing a hat so large that a full-grown man has to stand on the back of the bench to see the preacher. Neither can I explain why she will appear on the streets with her sleeves rolled above the elbows as if she had been washing dishes and forgot to roll them down, while the same day she will attend a pink tea with nobody present but women, wearing gloves as long as a parasol handle.

Charles Wheeler Bell.

IF A CUSTOMER

asks for

HAND SAPOLIO

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

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

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

THE FOOL CLASS.

The Good Fellow Is Pretty Near the Line.

Every man, and, more especially, every boy, wants to be a "good fellow."

And it is worth being. It means to be liked and to be likable.

Nothing is so warming to the vitals as to have people glad to see you, to see a smile go around when you appear, to be hailed with shouts of joy and to be clung to as you go away.

The approbation of our fellow beings is meat and drink and wine of gladness to the soul.

Like all good things in the world, however, a good fellow is near to fool. So it is with everything that is fine and worth while. The line is drawn delicately between the sublime and the ridiculous; between the pious men and the fanatic; between the lover and the ninny; between the strong and the brutal; between kindness and weakness.

Let us see first, then, some of the qualifications for being a genuine good fellow, and, second, let us trace the line that separates him from the fool.

The prime element in a good fellow is unselfishness. Nobody that is pork at heart can ever be popular. If you are looking out continually for number one, have your eye always open for your own comfort, naturally slide into the softest, easiest chair and quietly appropriate the biggest piece of pie, there's no hope for you. You will never have friends. The best you can do is to go in for getting rich, which you probably can do, and buy you a lot of sycophants. Nobody will love you for what you are; nobody can, but you can easily find plenty to love you for what you have.

Price of Being Good Fellow.

The love and admiration and kindly feeling of this world has its market price, and you may buy it if you wish; that price is unselfishness and thoughtfulness for others.

Invest in words that make people feel good, in deeds that promote their cheer, in actions and manners that indicate that you care for their opinion and respect their persons, and you certainly will draw dividends of good will and esteem.

Secondly, to be a good fellow you must keep step. You must vote with the majority and do as the crowd does.

Consequently, it is quite necessary to reckon up in your mind, before you join the crowd, whether you are willing to go the pace.

You can tell usually pretty well about what any given group of human beings will be wanting to do; and if you don't want to do that, you had better have a previous engagement.

To be a good fellow, again, never intimate your superior morality. There is something in human nature that resents ethical superiority in those with whom we play. Moral height is of course all right in preachers, Sisters of Charity, and others who are presumed to live apart from

the world. It is offensive in those persons who have chosen to go with us merely to have a good time.

Hence, once more, pick your crowd! If you have scruples and principles, be careful not to embark in any sort of diversion with those who do not share them. There is sure to be trouble. It is oil and water.

Where the Line Breaks.

You may work with people of divergent notions of propriety; you can go to church with them; you can meet them anywhere that the conventions and customs of society are rigidly observed; all this without danger. But you can not play with them.

Don't undertake to travel with them, to picnic with them, to club with them, or to drink with them.

It is absolutely necessary, if you want to be a good fellow, to find your kind of folk. Otherwise you are sure to come to grief.

Now let us look a moment at the fool—i. e., the man who tries to be a good fellow, wants to be and is merely a fool, with a large capital F.

First, as follows from what has already been said, the fool is one who expands outside of his class. I do not mean his social class, but that class whose notions of conduct and propriety are different from his. Perhaps you have read "The Damnation of Theron Ware." In it is an illustration of my idea; the hero was a preacher who tried to be several kinds of a human being that his necessary associates would not tolerate. He was not bad. He simply lacked sense. But he was ruined just the same.

Certain Values To Guard.

Again, there are certain human values it never pays to imperil, certain funds of character it never pays to check on.

For instance: Dirt never pays, any time, anywhere. Filthiness is a free ticket of entry into some circles. Keep out. Just as sure as gun's iron, a man always regrets some time or other, sooner or later, any sort of companionship based on vulgarity, black-guardism, or any kind of uncleanliness.

If you can not find decent people to chum with, better live and die a hermit. Friends that are friends only in debasing things, jovial only in their cups, intimate in lewdness, are essentially treacherous. If you trust yourself with them you are simply and plainly a fool.

Honesty is also one of the fundamental principles it never pays to break. If to be a good fellow means you are to sneak, or steal, or lie, then you dig a pit into which one donkey certainly will fall, and his name will be spelled just like yours.

The clerk that taps the till, the servant girl that steals finery from her mistress' wardrobe, the traveling man who plays poker and charges his losses up to the house in his expense account, the lawyer who gives little dinners with his clients' money, the politician who treats the boys with his "rake-off," are just plain, ordinary, everyday thieves.

Awakening Sure To Come.

Any man or woman who sits with them and laughs with them and confides in them and likes them is a plain, ordinary, every day fool, who will some day wake up and ask some kind friend please to kick him or slap her, as the case may be.

Honesty is all humanity's common sense. There never lived anybody clever enough to tamper with it and not get hurt.

A last point: Have nothing to do with people who do not work.

The non-workers are the most dangerous class of human beings on earth; whether they be hobos in low saloons or nobility and plutocracy in saloons. To seek to be a good fellow among any such people is to come eventually to woe. Nobody knows how to play that does not work.

There are fever and poison and ugly microbes in the play of all people who do nothing but play. Do not mix with them. More important still: Do not want to mix with them.

In fine, be a good fellow, by all means; a point of cheer; a tonic to them that know you; lovable and loving and beloved; generous, kind, unselfish, thoughtful, helpful and sunshiny.

Frank Crane.

Resourceful.

Mr. Muntoburn, finding himself hungry, had dropped into a restaurant for a square meal. The heat was excessive and he took off his coat and hung it on a hook.

"I beg your pardon, sir," said a man who came from behind the cashier's desk, "but we can't permit that."

"Can't permit what?"

"Your eating here without your coat."

"But you're in your shirt sleeves yourself."

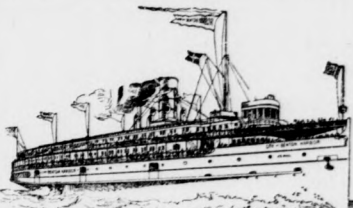
"That's different; I'm the proprietor."

"Oh, you're the proprietor, are you? Well, it looks like a decent eating house you have. May I ask what you consider it worth?"

"Five thousand dollars, if it's any of your business."

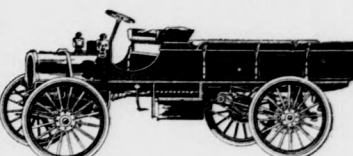
"I'll take it," said Mr. Muntoburn, extracting a big roll of bills from his pocket, peeling off five of them, and tossing them carelessly at the man. "Now that this place is mine I'll eat here any old way I please, and you can go to thunder. But before you go will you kindly ask one of the waiters to come and take my order?"

Automobiles are a good deal like men. The cheaper they are the more noise they make.



Chicago Boat
EVERY NIGHT
Grand Rapids to Chicago
GRAHAM & MORTON
LAKE LINE
Grand Rapids - Holland
Interurban
Train Leaves 8 P. M.

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.
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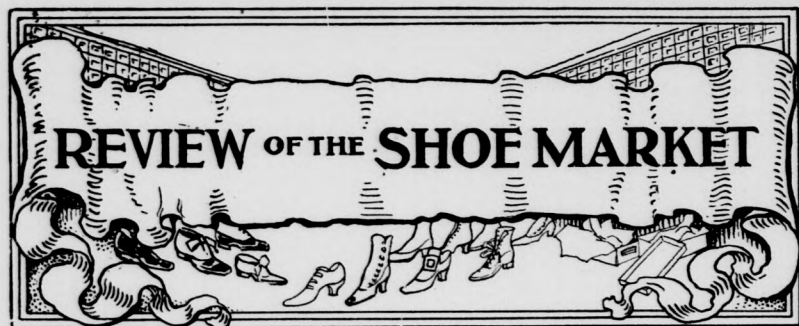
Week of **JULY 24** | **RAMONA** | Refined "Vodevil"

Macart and Bradford

Pure and Unadulterated "Claso"



5
Other Acts of Like Caliber
5
Coming "Arcadia"



The Cost of Carelessness in a Shoe Store.

Written for the Tradesman.

Every practical shoeman knows something out of his own experience about the danger lurking in lasting tacks. But for the benefit of some readers of the Tradesman it may be worth while for the writer to say that these lasting tacks, which, in a welt shoe, are only partially driven in by the lasting machine, must be pulled out after the shoe is lasted and before they are passed on to the welt-sewing machine.

On a McKay shoe, where the process of lasting and attaching the sole is entirely different, lasting tacks are much more liable to be found. The McKay last has an iron plate covering the bottom of it. But in this plate there are three holes; namely, one at the ball, one in the shank and one in the heel. They are left there so the insole can be tacked onto the last during the lasting process. Even in a McKay shoe every one of these tacks is supposed to be pulled out; but sometimes they are overlooked.

Now if a McKay shoe or a welt shoe is properly leveled—and a shoe is submitted to enormous pressure during this leveling process—it would seem that a lasting tack ought not to be able to live. But even then some of them seem to escape.

When the shoe is finally finished it is the duty of the foreman to inspect each shoe individually, and it is a part of his business to run his hand into the shoe to see if any lasting tacks are left.

So, it would seem that the presence of a lasting tack in a finished shoe ought to be well nigh an impossible occurrence.

In spite of all this they do sometimes appear.

Just the other day a friend of mine who is manager of the shoe department in a city store told me that he had a very serious trouble some years ago over a pesky lasting tack.

One of the customers of the store, a wealthy woman of the city, was trying on a pair of shoes in one of which there was an ugly lasting tack. The point of it was inclined towards the toe of the shoe, and its length enabled it to get a vicious hold. It tore the stocking and lacerated the foot so painfully that she almost fainted. The manager had to cut the shoe off the foot, call a physician and send her home in a cab.

She was, of course, perfectly indignant. The store paid the doctor's bill, paid for the stockings and the cab, and even then narrowly missed a damage suit. As a matter of fact

this lady seriously considered suing the store for \$5,000.

The store lost her patronage.

Who was to blame? Well, a great many people. First of all, the man or the boy in the shoe factory whose business it was to draw that lasting tack. Such an operative does nothing but pull out lasting tacks. It is a serious thing to overlook a single one.

The man who operated the leveling machine ought to have made sure that no lasting tack remained after the shoe left him.

The foreman of the factory was at fault for permitting the finished shoe to leave the factory with a lasting tack in it.

The manager of the shoe department of the store selling the shoe ought to have examined the shoe, or seen to it that somebody else examined it, to make sure that no lasting tack remained.

If the tack is a long one, this examination of the shoe by feeling on the inside of it may cause the shoe salesman to lacerate his hand. It is better for the shoe salesman to have a cut or a scratch on his hand than for some patron of the store to be queered forever by having the foot lacerated and the hosiery torn.

I read somewhere a statement by a prominent business man to the effect that the carelessness, inaccuracy and blundering of employes cost Chicago one million dollars a day. That seems like an incredible statement. If this is true of Chicago, it is certainly true that employes of other cities are the direct or indirect source of millions of dollars being lost annually by commercial and industrial concerns throughout the country.

The manager of a large Chicago house says that he has to station pickets here and there through the establishment in order to neutralize the evils of inaccuracies and the blundering habit. Blunders and inaccuracies cost a single New York concern twenty-five thousand dollars a year!

We talk about stopping leaks, of introducing system and of seeking by every conceivable means to cut out the unnecessary cost of doing business; but it looks as if the task were almost hopeless.

One way to reduce the amount of carelessness that characterizes one's store is to penalize the careless clerk. Many merchants are doing this. They have a graduated scale of penalties. One offense means a fine of a certain amount, the second offense means that the careless clerk gets his pay envelope.

Clerks are careless in getting the correct names and addresses of customers, careless in filling orders, careless in getting goods out on time, careless in scores of ways—all of which means loss to the firm. The

IT PAYS TO HANDLE

Mayer

WORK SHOES

Detroit Rubber Co.

WHOLESALE OF
RUBBER FOOTWEAR
DETROIT.

Bath Caps Water Wings, Etc.

Ayvads Water Wings



Learn to Swim by One Trial.

Get our illustrated 1911 bathing circular, full of excellent values. Write today.

Goodyear Rubber Co.

W. W. Wallis, Mgr. Milwaukee, Wis.
IN BUSINESS SINCE 1853



SIMMONS
BOOT
&
SHOE
CO.
TOLEDO,
OHIO

The "Bertsch" Shoe For Men



Last 26—All Leathers

Is finding more friends every day.

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

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

They Wear Like Iron

Herold-Bertsch Shoe Co.
Makers of Shoes :: Grand Rapids, Mich.

galling thing about it is that it is all avoidable. Take just a little more time in getting the name and address correctly, in filling the order promptly and in sending the goods out at the time promised.

Somebody has said that an employe who would be shocked at the thought of telling his employer a lie with his lips, is lying every day in the quality of his work. In other words, that his service is essentially dishonest; that he slips into it hours when he is not worth a picayune (and knows it); that he loafs and shirks when he is not observed; that he is (for the time at least) absolutely indifferent to his employer's interests.

This is a severe arraignment, but it is true.

It ought not to be. It is bad for the man whose business is thereby defrauded; it is even worse for the employe who is willing to engage in it.

If you do not like your job, quit it; but for the sake of your own moral integrity, do not let your job vitiate your manhood or your womanhood. The inner life should be kept intact even although the body goes both hungry and shabbily clad.

Eli Elkins.

The Shoe Salesman and His Line.

There is said to be a wide difference between different shoe manufacturing concerns in the treatment of their salesmen in the factory when they come in off the road. Some shoe manufacturers, and factory superintendents and foremen, are said to make the salesman feel that he is not wanted in the factory, that his province is to sell the goods in the form that the factory turns them out. Other concerns are said to work upon the opposite theory of trying to give the salesmen the largest possible amount of knowledge as to the materials that enter into the construction of the shoes and as to the methods of manufacture.

These are probably the two extremes of the treatment of the salesmen by manufacturers and factory managers. Between these two extremes there is a wide variety of conditions expressing every shade of secretiveness or frankness of the manufacturing organization toward the selling force.

It has generally been understood that for a salesman to make good upon the road he must have confidence in his line, and it is not easy to see how a salesman can have confidence in a line of goods when the manufacturing details are to him a closed book.

If a salesman is treated by the manufacturer, or the representatives of the manufacturer, in such a way as to indicate to him that they do not desire him to know how the shoes are made, or of what they are made, there must be a natural supposition in the mind of the salesman that there is something about the shoes that is not quite right, having this feeling in mind he is less able to meet the criticisms or arguments of customers, because he knows that there are many things about his own line of goods that he does not understand.

The way to fill a salesman up full of enthusiasm is to fill him with knowledge of his line so that he will have confidence in it because he knows it. Let him have free access to the factory when he is off the road and permit him to ask questions.

But that is not all. Shoe salesmen come in direct contact with the retail shoe dealers, the men who distribute the product of the factory to the consumer; therefore, the shoe salesmen of any shoe manufacturing concern are the mediums through which that concern may keep in touch with the retailers, and the manufacturer who is open to suggestions from the selling force will receive many of great value, while those manufacturers who do not seek such suggestions from their selling force are drifting farther and farther out of touch with the men who distribute their product. In other words, if the manufacturer will educate the salesman as to the detail of production, the salesman will educate the manufacturer as to the wishes of the trade. It means co-operation between manufacturing and selling and there cannot be too much of it.—Shoe Retailer.

To Remove Scratches From Glass.

Dissolve one ounce of white wax in a pint of pure turpentine. To dissolve the wax place the vessel containing the turpentine over a burner and warm, and apply with a soft cloth. This will in every case greatly improve the surface.

For cleaning glass, a good method is as follows:

Mix one ounce of whiting, one ounce of alcohol and one ounce of water of ammonia in a pint of water. Apply with a soft cloth, allow to dry and then wipe off.

Numbers of glass cases are ruined yearly from lack of proper attention. Small cracks appear, caused by heat or contact with hard, heavy bodies, and if these cracks are not at once attended to they soon spread. An excellent method to prevent a crack from spreading is to draw a short scratch at right angles with a diamond or glass cutter. This will prevent a crack from spreading in every case. Cases should be set perfectly level, which, if this is not done, are certain to warp. If these methods on the care of show cases are followed out they will likely repay owners for the care taken by retaining a better appearance for a considerable time.

Bulk.

The curious person had opened a conversation with the fat woman in the sideshow.

"Are your parents living?" he asked.

"Yes, sir."

"Have they a large family?"

"Rather large, sir," answered the fat woman; "I'm the family."

Short circuiting and the consequent blowing out of fuses is obviated by a new incandescent lamp socket which has separate inlets for its leading in wires.

It's a waste of the other fellow's time when you talk foolishly.

WE WANT YOUR ORDERS

For your own profit and your customers' satisfaction our shoes should be on your shelves.

If you would like to see our line with a view to buying for fall let us know.

The importance to you as a retailer of having the R K L name and prestige associated with your business is too big a thing for you to pass up without giving it your careful attention now.

Rindge, Kalmbach, Logie & Co., Ltd.
Grand Rapids, Mich.

Elkskin Outing Shoes



No. 44

Our Men's High Cut Elk Outing Shoe with full bellows tongue: a shoe that at once appeals to the trade and proves a quick seller.

Quality first, last and always is what makes Rouge Rex Elkskin Shoes a permanent feature in the shoe stock where it is once introduced.

Write today and secure the agency if it has not already been placed in your town.

HIRTH-KRAUSE COMPANY

Hide to Shoe
Tanners and Shoe Manufacturers

Grand Rapids, Mich.

Saginaw Valley

News and Gossip of Interest to Business Men.

Trip Through the Thumb.

Saginaw was practically destitute of Board of Trade officials during the week, several of them being away on the automobile trade extension trip through the Thumb territory, and others being out of the city on other missions. This long and carefully planned automobile trip got away safely Tuesday morning, about 6:30 o'clock, and visited Mayville, Silverwood, Clifford, Marlette, Brown City, Valley Center, Melvin, Peck, Roseberg and Yale, where the first night was spent.

John E. Ferris had blazed the trail and picked out the best roads, besides making other arrangements, so that the expedition found things fairly well prepared for them, while Jay Swarthout, President of the Saginaw Wholesalers' and Manufacturers' Association led the procession in car No. 1, and kept every one up to schedule requirements. Everywhere the tourists called they were most hospitably received, delegations being on hand to greet and welcome them, and it is significant that every stopping place was made on time.

Trade conditions were found excellent on the trip, and the expedition proved most gratifying to all concerned. The crops were also given close attention, and some surprising sights were seen, this section of Michigan appearing to have been especially well favored this year, and the promise of an abundant harvest being everywhere in evidence. The roads, while dusty, were in good condition, and the weather found not too warm for automobiling. One thing that the whole countryside agreed in finding lacking to make complete harmony, not perhaps for the automobilists, but for the crops, is rain; and there is danger of fire owing to the exceeding dryness of fields, bush and buildings.

On the second day the party visited Avoca, Fargo, Blaine, Jeddo, Amadore, Lexington, Crosswell, Applegate, Port Sanilac, Carsonville, Cash and Sandusky, spending Wednesday night at the last named place. One of the experiences of the day most enjoyed was a visit to the W. R. Roach canning factory, at Lexington, where 35,000 cans of raspberries are put up each day.

Thursday the places stopped at were McGregor, Dowington, Decker-ville, Palms, Minden City, Ruth, Forestville, Harbor Beach, Port Hope, Grindstone City and Point Aux Barques, the night being spent at the summer resort. At Harbor Beach, where the party stopped for dinner, an unusually large crowd of summer resorters was found. Everywhere the expedition goes the coming Saginaw Industrial Exposition, to be held here in September, is ably advertised.

Friday evening the tourists returned home, after calling at Port Austin, Kinde, Filion, Ubley, Bad Axe, Elkton, Caseville, Pigeon, Bay Port, Kilmanagh, Sebewaing and Unionville. In speaking of the trip, Secretary Joseph P. Tracy, of the Board of Trade, who went along and added much to the interest by his presence, says it was one of the most enjoyable he ever experienced. The country passed over is prosperous and flourishing to an unusual degree; it is well populated and a large volume of business is transacted. Business men were found to be doing excellently and the Saginaw contingent comes home more than pleased with results. In all, 427½ miles of road were covered in the four days, the party getting home about 9 o'clock. During the trip frequent meetings were held at the dinner hour, and at one of these gatherings it was determined to visit Frankentrost, Gera, Frankemuth, Birch Run, Clio, Pine Run, Mt. Morris and Flint, on a one-day automobile junket, July 26.

Those who participated in the trip were the following:

Car No. 1, Pilot car, Buick 17, J. D. Swarthout, owner—J. D. Swarthout, United Supply Co.; Secretary Joseph P. Tracy, Saginaw Board of Trade and Wholesalers' and Manufacturers' Association; R. L. Evans, Michigan State Telephone Co., and John E. Ferris, Saginaw Industrial Exposition, and pilot.

Car No. 2, Buick No. 26, contributed by C. Van Paris—C. Van Paris, Hammond-Stanish Co., and Leonard Henning, of C. W. Henning & Sons.

Car No. 3—Rainier touring, contributed by Marquette Motor Co., with chauffeur—J. W. Symons, Symons Brothers; Chas. E. Phillips, Morley Brothers; William Seyffardt, Saginaw Hardware Co., and H. Watson, Watson & Co.

Car No. 4, Buick 17, furnished by the Buick Motor Co.—G. S. Garber, manager Saginaw branch Buick Motor; B. L. Green, Diamond Rubber Co.; Ed. Schust, Schust Baking Co.

Car No. 5, E. M. F. No. 30, furnished by Hart Bros—John Hart, Hart Bros.; Michael Conaton, Michigan Creamery Co.; C. T. Fenton, North Saginaw Club.

Car No. 6, Rainier touring car, furnished by Standard Auto Co.—H. P. Baker, M. W. Tanner Co.; Clarence Borland, Phipps, Penoyer; A. C. Melze, Melze-Alderton Co.

Car No. 7, Rainier touring car, furnished by Marquette Motor Co.—John W. Smart, Saginaw Valley Drug Co.; John W. Ladd, Ladd Co.; Martin S. Grow, Lee & Cady.

Saginaw and the Fire.

Saginaw in common with the rest of the State, is deeply concerned over the destructive fire at Au Sable and Oscoda, and perhaps more so than most cities in Michigan on account

of the intimate trade relations existing and the fact that many Saginawians have at different times been interested in lumbering in that region.

Immediately upon receipt of the news here Mayor George W. Stewart issued an appeal for help, which has been generously responded to. Four carloads of food, clothing, furniture and general supplies have been sent out, with more to follow, and in addition several hundreds of dollars have been subscribed and forwarded for relief of the sufferers.

The relief fund has been handled by Postmasters W. S. Linton and M. N. Brady, the former President of the Board of Trade for the five years ending May, this year, and the latter, its present Vice-President.

In addition the Pere Marquette is carrying passengers and supplies free of charge, that is, passengers who were sufferers by the fire and who desire to reach other parts of the State, coming as far as Bay City over the D. & M.

A Liberal Manufacturer.

E. C. Mershon, of the firm of W. B. Mershon & Co., band saw manufacturers of this city, has contributed \$1,000 to start a fund for the Saginaw Tuberculosis Society. The Society, recently organized here, is doing good work and Mr. Mershon's liberal contribution is expected to be the beginning of similar donations for the care of unfortunate victims of the plague and to carry on the preventive fight.

Visit Au Sable Dam.

A special train left this city Tuesday morning, July 18, for the Au Sable, to visit the Cooke dam, the first of the series being constructed across the stream by the Eastern Michigan Power Company. This dam is the biggest of the entire series, which in turn is one of the largest electrical projects in the United States, the power being practically unlimited, as is the capital behind the scheme. Saginaw is largely interested in the project as the city some time ago granted a franchise to the Eastern Michigan, which disposed of the same to the Saginaw Power Company, the result being litigation between the city and the utilities corporation. This litigation is still in progress, or rather is before the courts, the progress so far being non-apparent.

Business Notes.

Cook & Hamlin, well known to the business world, have started a general store at Ashmore.

Traveling men from this city report as an indication of prosperous conditions among the country mercantile community that a great many of these merchants are away at resorts enjoying vacations with their families. It is tough on the drummer, but—

Among trade visitors for the week were J. Cavanaugh, Shields; W. E. Hause, Rhodes, and C. E. Meade, Frost. J. W. Brady.

Always Reliable

Phipps, Penoyer & Co.

Wholesale Grocers

Saginaw :: Michigan



15% Discount

On all our this year styles of Pumps and Oxfords in order to clean them out.

We have a fair assortment of sizes and styles on hand and all orders will be filled as near complete as possible.

Send for our list giving full descriptions.

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

Saginaw Valley

Changes in the Baking Business in Twenty Years.

To draw a comparison between the baking industry of twenty years ago with that of to-day will, no doubt, be interesting; interesting because there is no industry which has advanced so rapidly, with such a great change in the method of manufacture and business. The drudgery and hardships of this business twenty years ago were merely the digging down to solid rock, and the building of a powerful foundation for the business of to-day and the future.

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

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

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

We are no longer in the cellar; we see the sky that meets the earth at the horizon, and we take a deep breath of pure fresh air and sigh, "Is it all true?" The first floor for the advancement of the bakery is complete. We have also finished the foundation. We now have the modern bakery covered by modern business systems and the people attracted by a modern baking publicity. Almost every operation in the bakery is now controlled by machinery. The

bakery itself is a place of sanitation—clean, neat and immensely attractive to the people at large. The business itself is conducted on a system that causes the business man in other followings to "sit up and take notice." The product is almost uniform.

Education has been looked into and applied by the progressive baker. Our master bakers now have personality, and control their share of the finance in the towns and cities, and are showered with respect and credit. But we are still confronted with one grave question, which is, "The complete elimination of home baking." Do you realize that only one-fourth of the flour produced in this great United States is utilized by the baker? The balance is consumed in the manufacture of macaroni and in the kitchen, outside of what is used in various other trades as a secondary commodity.

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

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

Just think, what a broad field we have. Think of how much is in our favor. Can you imagine any other business on earth so promising? Everybody is a good judge of good bread, but how many are judges of good flour and yeast? Don't you see what I am trying to get at? Our product when it goes on the market is complete, and it does not have to be remanufactured. If it is good, if it has the size and the quality, everybody knows it. There is no question

asked. On the other hand, flour and yeast may be ever so good or ever so poor and there is always the question. But good bread is without question. Give it a name, back it up with quality, quantity and publicity, coupled with modern science, improved factory and delivery methods, own the mills and yeast factories, eliminate that effort which the miller and yeast manufacturer are being found to encourage in home baking and the baker will end history as he began it—"The most important and the most necessary individual to humanity." It is up to us; let's get busy.
W. M. Campbell.

Medical Inspection of the Working Bakers.

Along the line of progress in the bake shops, demand is being made for a medical inspection of working bakers. And why not? In the public schools in many states the health authorities have physicians examine the pupils. Compulsory vaccination has long been practiced, and strict examination is made of every man who applies for a life insurance policy. How different are the methods in many cases of the master bakers who want help—any old thing goes, so long as he says he can make a loaf of bread. Dirt and disease go

hand in hand, and if a man does not look too poor and distressed he will be taken in, and the result is only too obvious. This is where state legislation plays an important part in forcing the bake shops and bread factories to conform to a higher standard in regard to sanitation and cleanliness, and this will mean the employment of higher class bakers, whose services they can only demand by paying them what they are worth. Bread to-day is of special interest to the public and the trade at large. The working baker should be recognized as an important factor in the scheme for elevating the trade, and placing it in the front ranks of the important business industries of the day, and he will be, when he has gained and put into actual practice his knowledge of the new methods of baking under improved conditions which are rapidly gaining ground all over the country.

The painter who fell from a ladder went down with flying colors.

Symons Brothers & Company
Wholesale Grocers
Saginaw :: Michigan

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

SAGINAW HARDWARE CO.

INCORPORATED 1890

ESTABLISHED 1863

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We can make quick shipments on Hammocks. Ice Cream Freezers. Fishing Tackle. Fireless Cookers. Gasoline Stoves. Refrigerators and Hay-ing Tools. Now is the time for Sugar Beet Tools. Get in your orders.

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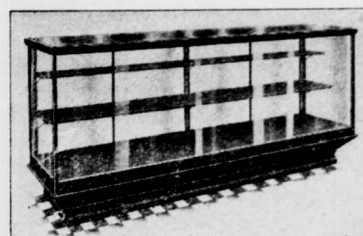


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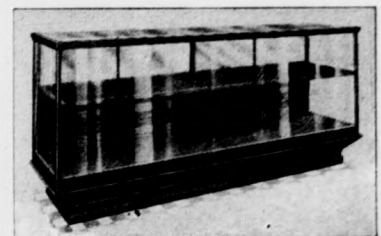
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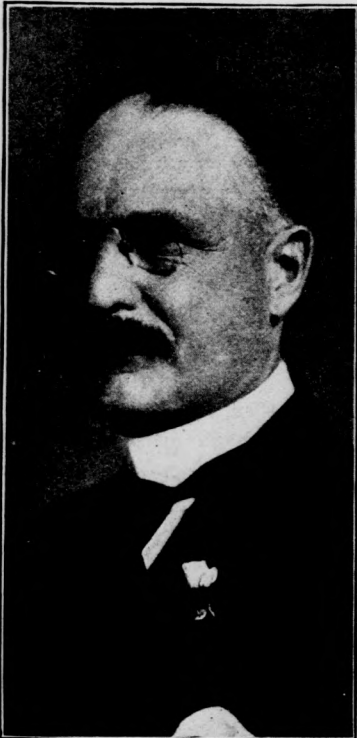
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We make all styles Catalogue on request

Saginaw Valley

MEN OF MARK.

Wm. Seyffardt, Manager of Saginaw Hardware Co.

William Seyffardt, of whom the accompanying picture is an excellent portrait, is one of Saginaw's most active and best known business men and enjoys both popularity and respect in the city of which he is one of the real forces. That he is well known goes with the fact of his having lived here since 1860. His education was obtained in the Saginaw public schools and Business College, and the early death of his father placed him in the hardware business in 1874. His aptitude and training stood him in good stead and in 1885 he formed the hardware firm of Seyffardt & Walz, and in 1890 was one of the organizers of the Saginaw Hardware Co., of which for ten



years he was buyer and had charge of the jobbing department. He was made Secretary at that time and now holds the responsible position of Secretary and Manager of the company, which is one of the most successful in the State.

Mr. Seyffardt is actively connected with the Feige Desk Co., of this city, a concern which manufactures desks for export, its product reaching many foreign markets, including Germany and South America. He is Treasurer of that company and also a Director in the Herzog Art Furniture Co., being one of the organizers of this prosperous industry, the products of which have helped to make Saginaw famous. His faith in Saginaw is also illustrated in his interest in other concerns, he being instrumental in getting the Saginaw Plate Glass Co. established here, also the Saginaw Pure Ice Co., this latter concern giving the city ice made from distilled water.

Mr. Seyffardt is, further, an active

member and Treasurer of the Saginaw Board of Trade, which is the live wire of the city. He was for a number of years Vice-President and is now chairman of its Committee on Statistics and Publication. A manual he compiled some years ago, or rather a small pamphlet of a few pages, has ever since been used as the compendium of vital statistics of the city and the basis for more pretentious works of the kind.

Mr. Seyffardt has been a useful factor in public life. In 1901 he was appointed a member of the Police Board and served from 1901 to the end of 1904, when he resigned to take the responsible position of City Comptroller, which office he held for six years, being three terms, declining to accept another appointment, so as to devote more active work to the management of the Saginaw Hardware Co.

Medical Properties of the Black Currant.

The currant here spoken of is not the dried seedless grapes imported from Greece, but the garden variety. The currant belongs to the same botanical family as the gooseberry and was at one time known by the latter name. The French name for this fruit is groseille d'outremer, currant beyond the sea; in Spain it is often called the gooseberry and in Germany it is known as St. John's grape. There are three commercial varieties, the black, the red and the white.

The fruit of the black currant, although disagreeable to some persons, is much used for jams and jellies. In Russia and Siberia a wine is made of the berries alone, or with the addition of honey, and also a distilled spirit. The leaves are used to tincture common brandy so as to resemble brandy of a better grade. The leaves are also used as a tea. The fruit is considered refrigerent, aperient, stomachic and anodyne. The jelly prepared from it has been used from time immemorial as a popular remedy in sore throat and quinsy. In England a common and efficacious cure for a cold is to take a spoonful of black currant jam or jelly stirred in a glass of hot water just before going to bed. A decoction of the leaves or bark is used for the same purpose. The leaves have been celebrated for their diuretic and detergent properties. The black currant is also called the quinsy berry on account of its medical properties. In the *Historire de la Vie Privee des Francais* by Le Grand d'Aussy, published in 1872, the following passage occurs:

"The black currant has been cultivated hardly forty years, and owes its reputation to a paragraph entitled *Culture de Cassis*, in which the author attributed to this shrub all the virtues it is possible to imagine."

It is also used in the manufacture of liqueurs known as ratafia de Cassis. Larousses' dictionary says that good liqueurs were made in Cassis Provence. Can this be the origin of the name?

The red currant is more popular in this country than either the black

or white varieties. It is considered nutritive, refrigerent and laxative. The juice of red currants diluted with water and sweetened with sugar or honey forms an agreeable drink in hot weather. Its different preparations have been used with advantage in bilious, nervous and putrid fevers, likewise in measles, smallpox, chronic diseases of the skin and scorbutic affections.

The white variety, while of excellent quality, is not a general favorite. In this instance we see the influence of color in fruits in guiding the choice of the appetite. The white current is equal in every respect to the red variety, but on account of its color is not so much used, although excellent as a table fruit.

The Washington Agricultural Experiment Station Bulletin says:

"Since the currant is largely used for jellies and spice purposes, a rather tart fruit is more desirable than a thoroughly ripened fruit. For this reason as well as the better shipping habits of slightly green fruit, currants should be picked just before they are ripe rather than after they have become fully ripe. Fruit picked while it is cool ships much better than fruit picked during the heat of the day. Under no consid-

eration must fruit be picked while it is wet with rain or dew as it soon spoils if handled while wet. The bunch should be removed whole from the plant and kept whole, never shelling or stripping the bunches, as it is sure to lower the grade, if not ruin the fruit."

How the Editor Lost Two Subscribers.

Two correspondents wrote to a country editor to know, respectively, "The best way of assisting twins through the teething period," and "How to rid an orchard of grasshoppers."

The editor answered both questions faithfully, but unfortunately got the names mixed, so that the fond father was thunderstruck by the following advice:

"If you are unfortunate enough to be plagued by these little pests the quickest means of settling them is to cover them with straw and set the straw on fire."

The man bothered with grasshoppers was equally amazed to read:

"The best method of treatment is to give them each a warm bath twice a day and rub their gums with bone-set."

It isn't difficult to please people who know what they want.

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.

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.



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

Saginaw Valley

Hunk Undergoes an Adventure Pay Day.

It being pay day, Mrs. Hunk Phelan gave Hunk fair and complete warning before he started to work.

"If y' come home a dollar short," she said, "I shall whale your big hulk 'til you'll be glad to call a Dago cop in off his bate to hilt you. An' if you show ividence of dhrink—such as a black eye or a squashed nose—I shall drag you down to O'Flangan's hellhole by the scruff of your nick an' shame you befor thim all. Good-by, an' God help you."

"'Tis a chrime," Hunk reflected angrily, exactly ten hours and half later, as he stood uncertainly before O'Flanagan's. "Is a man to wur-r-k all wake for a meeasly twinty dollars, an' thin to hav no chance whativer to make a fool of hisself? What ilse, I'd like to know, is money made for: 'Tis more than a crime! 'Tis an imposition. Am I a free born mumber of th' Irish-American League, or am I downtroden Bohunk without brains enough to git out th' way of th' street cars? Till me, somebody."

"Yer a big slab of Limburger cheese," said Beau Connors, coming up behind him, "an' I can lick you with my eyes shut." Beau was drunk.

"If you can," answered Hunk gloomily, "I'll buy you three drinks--one after the other."

Beau kicked him. "You know I can not do it, you overgrown tree," he said affectionately. "Therefore, I shall be compelled to ask you to take three drinks on me. Come inside."

"I can't," replied Hunk, moving toward the door.

"If you dhon't I shall make you lick me," Beau sparred flirtatiously. Hunk looked about for aid, and, seeing none, surrendered.

"Only wan, though, mind you," he stipulated. "Moore than that is bad for me pace of mind."

"If you take more than wan," said Beau, "I shall minshun it at confession."

It was past midnight when Hunk found himself weaving unsteadily up an unknown street. A policeman eyed him in friendly fashion.

"Know where you're going?" he enquired.

"I do not," said Hunk; "but I am not going home." The officer smiled and passed on. Hunk's course took him down by the river. As he approached it he heard some early steamer whistling for bridgeway. The sound suggested something to his laboring mind. Almost below him spread the broad bulk of a lighter.

Clumsily he hastened down the bank and climbed aboard it. The side of the outgoing steamer suddenly swung up out of the half gloom five feet away. It was a long jump—Hunk, sober, wouldn't have stood a chance of making it—but with light unconcern born of the conviction that he had finally achieved levitation, he sprang. His hands clutched about a ratlin. As easily as if he had been doing it all his life, he shinned up the

rope and launched himself on deck. The boat glided on down between the raised bridge sections.

Hunk must have gone to sleep about this time, for when he again awoke to a realization of the outside world it was day and the boat was far out on the lake. It rolled heavily. It seemed to be a passenger steamer. Before he had a chance to enquire, a little man in naval costume bore down on him.

"Who in Hades are you?" he demanded.

"'Tis not a polite way of addressing a gentleman," said Hunk, "but, realizin' that your dishcourtesy is probably the result of ignorance, I will tell ye that my name is Phelan. Do you like it?"

"I don't," answered he of the naval costume. "How long have you been here?"

"I do not know."

"And where do you think you are going?"

Hunk yawned. "I am going away from Mrs. Phelan," he said with conviction, "and the man that gets in my way had betther look out for himself."

"You've an impertinent tongue," commented the officer.

"You should hear Mrs. Phelan," answered Hunk. "Beside that woman I have the ways of a Chisterfield."

"And you're ugly as mud," continued the officer.

"'Tis unkind, but thue."

"And I think you would be better off for a licking." Without further words he dealt Hunk a terrific blow on the ear. Hunk tried to strike back but his arms were like lead. He felt that his head must fly to pieces. Then suddenly he heard a familiar voice.

"La've him alone," it said. "I'll take care of him." He raised himself to a sitting posture on the deck and—

They were turning out the lights in O'Flanagan's.

"Can you take care of him all right, Mrs. Phelan?" enquired the bartender.

"I can," answered Mrs. Phelan grimly. Lionel C. Moise.

Vacation Bromidioms.

"I don't care anything about it, you know, but the women folk insist on it."

"No, I don't expect to have a good time. I'll feel more tired out when I come back than when I went away."

"It's such a bore, don't you know—this thing of having to pack up and go gadding all over the country under the pretext that you need a rest."

"The misery of it is that you can not get good coffee anywhere."

"And, besides, it always rains when I go on my vacation."

"You never meet any but selfish people at a summer resort."

"I'll be mighty glad when it's over."

To clean a coal mine of dust a Scotch engineer has perfected apparatus, worked either by electricity or compressed air, to first disturb the dust by air jets and then remove it by suction.

How Parcels Post Will Benefit the Country Merchant.

It was vigorously maintained at the Senate Committee hearing on Parcels Post that on an average mail order prices are higher than the prices of local dealers.

If this be the case under the present system, which discriminates in favor of the large shipper, what will prevent the small merchant from competing even more successfully when he has the added facilities of a parcels post?

There could not be better evidence of the illogicality and superficiality of the local merchant's opposition, such as it is, to the parcels post than this fact respecting relative prices. It is asserted that the mail order houses list certain articles at a very low price and by this device gain the impression of low prices, whereas the local dealers are making better prices on all but these special bargains.

This is a familiar device known to trade in one form or another since trade began. What does it prove? That the local merchant is not using gumption, is not enterprising and alert enough to let his customer know the facts.

As a matter of fact there are too many country storekeepers who expect trade to come to them, who are too indolent to realize that in this

age of easy transportation and universal interchange they must meet a wider range of competition and have higher standards of service if they are to have any patronage. There are thousands of grumbling country merchants who keep untidy, dark and ill equipped stores, where the flies roan at will, where the stock is piled helter skelter, where a customer is made to feel that the storekeeper or clerk is conferring a great favor in selling to him. In the days when every farmer and his family were limited to what the nearest crossroads or village had to offer that was possible. But now farmers travel widely. They go to towns or cities where they are made welcome. They see goods displayed attractively. They read instructive advertisements. They receive catalogues. Naturally they care less and less to trade with the local merchant unless that merchant has waked up and moved forward with the times.

If this type of local merchant thinks that his loss of trade can be hastened by the parcels post he is mistaken. He is doomed now by reason of his own methods. As for the wideawake merchant, he should not permit himself to be stampeded into opposition to an extension of the postal system which will benefit him, provided he will make use of his opportunities.—Chicago Tribune.

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.

Our Brands of Vinegar

Have Been Continuously on the Market
For Over FORTY YEARS

Think of it—FORTY years of QUALITY

We cannot afford to dispense with QUALITY in the make of our Vinegar, and you cannot afford to handle any Vinegar that lacks QUALITY. Order from your jobber. SPECIFY AND SEE THAT YOU GET

"HIGHLAND" Brand Cider and White Pickling
"OAKLAND" Brand Cider and White Pickling
"STATE SEAL" Brand Sugar

They will please both your customers and yourself.

Oakland Vinegar & Pickle Co. 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



The Mistake of Overloading the Retailer.

Written for the Tradesman.

"By jinks!" exclaimed a traveling man the other day, in my hearing, "it is a sin and a shame the way some manufacturers and jobbers overload some of the smaller merchants out through the country. I tell you some of the things I saw on my trip South this last time just made me hot.

"Take Harry Blink, in the little town of Blinkville, for example. Old man Blink, you know, isn't in the store any more. He's retired. Young Harry now runs the store.

"It never was a very large store. How could it be in Blinkville? After the bills were paid and the Blinks had taken their living out of the business the capital never was very large. Old man Blink was a careful buyer, a good collector and he always managed to keep the business in good shape. We always regarded him as a good, solid, dependable friend of the house. We could always figure on about so much business every year from old man Blink, and we never, in all our dealing with him, ever had to send him a second statement.

"But young Harry does not seem to be as careful as the old man was, and it begins to look now as if some of these dinged jobbers were going to get him all balled up and done for.

"You see they've been pulling the wool over poor young Harry's eyes by telling him that buying in big quantities, and buying cheap, is the stunt for this new age of merchandising; and one oily young fellow, sent out by a certain house that isn't as good as it ought to be, has simply swamped Harry with their stuff.

"Of course young Harry thought he was getting a bargain. It's wonderful how some of these fellows can make 'em think that! But it was a bad bargain for Harry; for he's now in debt to that house. He's now in the attitude of a suppliant; for he's got to get down on all fours and beg for an extension of credit.

"His situation is that of a fellow who has too much of one sort of stock and too little of another. He needs—and really wants right now—some things in our line, but he's afraid to buy. He begins to see that it will keep him hustling for a long time to come to square himself with the other people; and he has sense enough to see that his obligations are even now a whole lot bigger than his business really justifies.

"The trouble with Harry is that

he let that house overload him. I am afraid it will be a long time before he gets straightened out. Now, I suppose that house thinks it did a clever piece of business when it put that deal through with Harry, but they will see their mistake.

"Of course I told Harry the particular category of fool I think he belongs to—informing him in such a way as to give no offense; and I told him just what I thought of the house that would get any storekeeper in that sort of a predicament. Then I said to him:

"Harry, the thing you want to do is to buy in small quantities and buy for cash. Every house likes a cash buyer. When you get your credit fully established you can buy anything from anybody under the heavens—and you can buy on reasonable terms.

"Don't sacrifice your liberty! Do not barter your commercial birthright! Be independent! Be able to stand up and tell 'em you'll take the goods if you want to, and if you don't want them, then you'll be hanged if you do! Let 'em know you are not tied to them in any way, shape or form. That you'll trade with them so long as your relations are pleasant, and you are getting a square deal; but when you have reason to think you are getting the worst of it, you'll drop 'em like a hot potato.

"You haven't a great deal of capital and the thing for you to do is to keep it working. This, after all, is the secret of the successful business. This stock of left-over goods means that you are going to sustain some heavy losses—and all because you listened to some bad advice. The volume of your turn-overs is the measure of your profits. You can not get your profit on goods until the goods are sold.

"Now, you have a whole lot of goods here in certain lines, more than you need; and in other things your stock is down. You can not buy a lot of goods you actually need simply because you've bought a lot of stuff you haven't any use for.

"A lot of this stock is going to deteriorate. Some of it is already unseasonable, and you'll have to carry it over and sell it for less money next year. In the meantime you've got to pay for it.

"Now, I tell you, Harry, this thing of opening your mouth like a young robin and taking in everything your traveling boy says to you, isn't a "sane and safe" thing to do under the sun. Get it into your noggin that this lad with the grip is just an ordinary human being, sub-

ject to the temptations that beset all mankind; and he is apt to want to book the very biggest order he can. If he finds he can talk you into buying the goods, he'll be pretty apt to load 'em on you.

"But don't you let him do it. It is a whole lot easier to buy a bill of goods than it is to sell the goods at retail, wrap 'em up in neat parcels, hand 'em over the counter and secure, in exchange therefor, good, negotiable coin of the realm. You are not a specialist in job lot goods and there isn't any jobbing market down here. Everything you sell must be sold at retail. This takes time.

"And don't forget that we have telephone and telegraph wires whereon speedy messages may be sent, if you should happen to want something in a hurry. Uncle Sam is still on the job. If you want anything right off the reel my house, or any other house for that matter, will be more than pleased to hear from you and attend to your needs promptly.

"I hate to miss this business, for I've counted on it, and the house will be expecting it; but I will explain to them just what has happened. I hope you'll get out of this mess just as soon as you can. It is going to cost you some money—a whole lot more, perhaps, than you think now. But it will be a lesson for you. Don't you ever again let them overload you.

"Business competition is all right. There is competition and competition. The competition that seeks to get a dealer's business by involving the dealer in all kinds of trouble, cutting down his profits and filling his shelves with a lot of stale, unsalable goods, isn't the kind of competition I relish. It's a losing game. I don't practice it. My house doesn't believe in it, and we haven't a very high opinion of the concern that recommends it as a policy to their men on the road."

"Now," said the salesman, in conclusion, "do you wonder that I was hot under the collar?"

I didn't. Do you?

Frank Fenwick.

It seems to have been almost a fad for some time to start on a walk across the continent or from Chicago to New York or something of the sort. Sometimes this is done on a wager that a man can beat his way between two points or possibly earn it or beg it and accomplish the journey within a certain time. In order to furnish proof, mayors of cities, postmasters or some other officials are asked to sign something which the traveler can show. Frequently, as happened day before yesterday here in such a case, a city is compelled to contribute something to the support of the walker. In the instance cited his fare was paid to Syracuse, which city in turn will send him on to Rochester. It is well enough to walk, but it is better for the walkers to pay their own expenses en route.

Bait your hook with something that looks like money if you would catch the crowd.

Sane and Sensible Advice for Month of July.

Written for the Tradesman.

Warmth is life; cold is death. Keep warm by all means.

It is well to keep the head cool; but more important to keep it moist. A light woolen hat is better than a thin straw.

Active exercise and free perspiration is better than sitting about trying to keep cool.

If not working eat sparingly. If working eat more times a day but less at a time.

If you would suffer less with heat and thirst abstain from salt meats.

Quench thirst with small sips of water.

When tired and thirsty rest a little before drinking and rest longer before beginning to eat.

Pouring large draughts of cold water into the stomach is like pouring cold water on a red hot stove.

A chilled stomach may put one under the doctor's care.

Unsweetened or slightly sweetened lemonade is a good drink for hot weather. Acids, not sweets, quench thirst.

Tea and coffee are good for some people, and it is not always the tea or the coffee itself which is harmful to some, but the manner and time of using it. Do not use an excess of sweetening, drink your tea and coffee until thirst is quenched, and then after fifteen or twenty minutes begin your meal without drinks.

"Uncle" Charlie Porter, of Oakland county, once an English soldier, later a Civil War veteran and a hard working laborer until past 70 years of age, drank, as a rule, seven cups of tea at dinner and at supper. When thirsty he called for more. He lived to be past 97 years of age.

Another Englishman at work in the harvest field in this country on a terrible hot day refused a drink of fresh cold water, saying: "When we get to the house we will have our tea."

Fruits are suited to the seasons. In the hottest weather we have strawberries, then cherries, currants, raspberries, whortleberries, blackberries, in cooler weather, pears, plums, peaches, apples—less acid than the earlier fruits.

Do not be presumptuous—that is, do not needlessly endure the fiercest heat to show that you can stand as much as some other person. Rest and cool off when you have opportunity, no matter what others do.

E. E. Whitney.

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.

News and Gossip of the Traveling Boys.

George McConnell, the new white hope.

Grand Rapids has 1,800 traveling men living within its jurisdiction. The U. C. T. expects to corall one-half of them. Ask any of the boys who wear a 131 button for an application blank.

Several of the boys are keeping bachelor quarters these days. They do not look so very down-hearted, considering that they are such home lovers.

U. C. T. lost to Sparta 9—0 Saturday. After a few minutes of play it was easily seen there was no chance for the Grand Rapids boys, owing to some of the rankest home umpiring ever seen on any diamond. From then on to the finish the game was a farce.

Malcom Winnie made a couple of telephone trips this week.

Harry McCall, who has been under the weather for the past ten days, was able to get in the comedy game at Sparta.

Ed. Bottje has gone to Des Moines, Ia., to spend his vacation. Mrs. Bottje, who has been spending a few weeks with relatives, will return with Ed.

Ed. Ryder is the proud papa of a bouncing eight pound boy.

Bill Drake has an expectant look on his face these days also.

And while we are on the subject, Paul Burns also jumps every time he hears a telephone bell ring.

Observing Member of 131: You are right. It is too bad, but we think it is best to settle the matter in the civil courts. 'Twas ever thus with the Irish.

Al. Windt closed up several business deals evenings last week. P. S.—Al's wife is out of town.

Little Jake Lichtenauer, of Greenville, is unable to travel, as his legs have gone back on him. Jake manages to get to the Phelps' each day, however, to participate in the daily talkfest.

Archie Lougheed attended a party at Holland last week, given by Harry Doesburg and Dr. Fisher.

Bill Lovelace is making the lake towns these days. Lucky Bill.

Walter Lawton has gone North for a four weeks' trip. Walter was given a party and a royal send off before starting.
J. M. Goldstein.

The six traveling salesmen of the National Candy Co.—John H. Millar, Ed. Donahue, O. W. Stark, Will McCarty, C. C. Herrick and Wm. I. Miller—were summoned to Boston last week by Walter M. Lowney & Co. to attend a conference of about 100 other salesmen representing jobbing houses which handle the Lowney goods. All expenses, from start to finish, were assumed by the hosts, and the Grand Rapids delegation unites in declaring that they had the time of their lives. Meetings were held Tuesday, Wednesday, Thursday and Friday, closing with banquets each evening. Excursions, by boat and trolley, vaudeville and other features were also on the programme. The Grand Rapids boys returned home

full of new ideas and confident they can sell more Lowney products than ever.

For a long time people have been vaccinated so as to be immune from smallpox. Then anti-toxin came in for use in diphtheria cases and now anti-typhoid vaccination is being tried with success, according to the Journal of the American Medical Association. The Surgeon General of the Army began experimenting with the treatment in March, 1909, with very favorable results. Over 17,000 officers and enlisted men voluntarily submitted to this vaccination before the troops were sent to the Mexican border, and there has been only one case. Wright, of the British army, first conceived the idea of anti-typhoid vaccination, and it was tried during the Boer war, but proved rather unsatisfactory. The German army then began investigation and the medical officers succeeded in cutting the typhoid fever rate in half by vaccination of a portion of the troops in Southwestern Africa in 1904 and 1907. Continued experimentation has shown that anti-typhoid vaccination is desirable, and if it is doing good in the army it will be advantageous in civil life.

A San Francisco justice recently fined the proprietor of a "nickelodeon" \$100 for displaying a motion picture showing a hold-up and a murder, basing his action on the ground that a moving picture of murder constituted "such detail as to offend public morality and decency." If the moving picture is to be barred when it concerns these topics, it would seem logical to apply the same repression to the cheap and tawdry melodramas which make heroes of highwaymen and murderers like the James boys and the Biddle Brothers and re-enact on the stage such deeds as the killing of Stanford White and the capture of Dr. Crippen.

Because Mrs. E. P. Allis, widow of the founder of what is now the Allis-Chalmers Company, of Milwaukee, Wis., forgot one cipher in writing her will, four grandchildren, whom she meant to give \$25,000 each, are cut off with \$25. This decision was rendered in the Circuit Court, after an appeal from the Probate Court. The will gave each child \$25. The Court ruled that the period between the five and the ciphers could not be interpreted as a comma and a third cipher added. The difference in the amount will thus go to the other heirs.

Almost.

"The man who sings is never wholly bad," says one of the philosophers. We might almost say the same thing of the girl who is taking vocal lessons.

His Hope.

"Do you think we shall know each other in Heaven?"

"Gee! I hope not. I owe nearly everybody in this town."

Every man has a future before him, but too often his past acts as a handicap.

NEW YORK MARKET.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 17—The situation in spot coffee remains quiet. Would-be buyers take only small quantities and the situation is a waiting one. The supply of Brazil coffee in store and afloat amounts to 2,173,174 bags, against 3,015,827 bags at the same time last year. In an invoice way Rio No. 7 is quoted at 13½c and Santos 4's at 14c. Stocks of mild coffees are running light and the demand is satisfactory. Good Cucuta, 14¼c. Mild coffees are cheaper, proportionately, than the Brazil grades and there seems to be a steady increase in the consumptive demand.

The tea situation is firm and it is generally in favor of the seller. At the moment the volume of business is not large, but dealers express a good deal of confidence in the future. Supplies are very likely to be much reduced if China sends no uncolored teas, and higher quotations seem inevitable.

The demand for sugar has been urgent this past week and as a consequence delay has been experienced in deliveries. Quotations are now generally at 5.15 less 2 per cent. The delay in delivery seems to have been inevitable. Buyers wait until the last moment and then comes a flood of orders that interfere with the whole business.

Sellers of rice repeat the statement that they expect no change from the present quietude until the new crop arrives next month. When this happens we may expect some other story. Rice remains just about so-so the year around. Supplies are moderate. Prime to choice, 4¼@5c.

Spices are quiet. Sales are generally of small lots and the general run of quotations is maintained as last noted.

Molasses is in moderate supply and very little is doing. Good to prime centrifugal, 25@32c. Syrups are without interest.

The general line of canned goods is characterized by firmness and this seems to become greater every day. Buyers seem to be waking up to the fact that "something must be did" if they want to take advantage of present rates. Future tomatoes are not to be had of quality for less than 85c f. o. b. Packers have received many orders, and the outlook seems decidedly in favor of the canner who has waited for an inning these many years. The demand for peas has been active and the supply is evidently going to be very short. String beans are high and not plenty. Corn is well sustained at about 87½@90c f. o. b. for Maine futures.

Butter is steady and tending in favor of the seller. Creamery specials, 23½c; extras, 24½c; firsts, 22½@23½c; State dairy, 23@24c; factory, 18½@19½c.

Cheese, 12@12½c for specials, new, whole milk, and fancy old at 13@13¼c.

Eggs, 17@20c for best Western. The supply has been much injured by

the heat and quotations are uncertain as to the quality of the eggs.

How Toy Dogs Are "Made."

The ordinary public is under the impression that "toy dogs" are a special breed of themselves. Mrs. Kenningdale Cook exposes this cruel trade in the hope that it will kill the demand for such unhappy "pets."

The exhibitor of a champion toy dog at a recent great dog show explained to the newspaper reporters that it was "the breeding that did it." This is a misleading statement. It is not the breeding but unnatural inbreeding which produces degenerates. Sometimes tiny dogs are obtained from old parents. This is one of the methods adopted among others even more repulsive. The smallest puppy of the litter is picked out and fated for a special career; he is to be "brought out" as a show dog, and only to be sold at a high price. He is specially fed on a teaspoonful of chopped raw meat for a meal.

It is well known to veterinary surgeons that raw meat "creates an appetite," which means that it causes a flow of gastric juice. They use it with sick dogs, who do not care to eat, and generally find that after a little raw meat they are willing to eat a wholesome and sufficient meal. But the valuable toy puppy has the raw meat in small quantities—half a teaspoonful for a meal—and nothing more; the result is that the gastric juice corrodes the walls of the stomach and causes permanent gastritis. Some breeders have the puppy that is on this special diet weighed every morning, and if he shows any increase in weight he has no food at all that day, not even the half teaspoonful of raw meat. Sometimes alcohol is given.

Most owners of dogs of this kind find that their pet is ill when first in their charge; and they will perhaps boast with pride that they have cured him; but, alas, it is generally added with regret, "He has grown bigger!" They have no idea that he always has been more or less ill from want of natural feeding. Many die soon after they pass into new ownership, and people think it is because they did not know how to take care of them. In any case, they are short lived, and succumb with great suffering to any attack of illness, because they are degenerates from the start, and are so reared as to have no constitution.

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

Buffalo, July 19—Creamery, 20@25c; dairy, 16@22c; poor, all kinds, 12@15c.

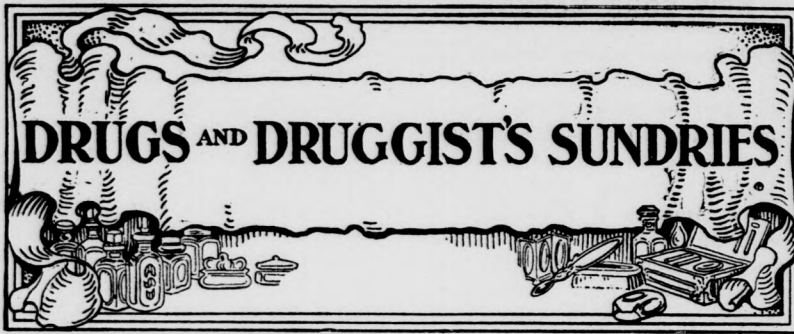
Eggs — Fancy, candled, 19@20c; choice, 17@18c.

Live Poultry — Fowls, 14@15c; ducks, 15@17c; turkeys, 12@14c; broilers, 19@21c.

Beans — Marrow, \$2.40; medium, \$2.20; pea, \$2.20; red kidney, \$3.25; white kidney, \$2.50.

Potatoes—New, \$4.50@4.75 per bbl.
Rea & Witzig.

Most men are willing to remain at the foot of the ladder—when it is turned upside down.



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.
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 Second Vice-President—C. H. Jongejan, Grand Rapids.
 Secretary—Robt. W. Cochrane, Kalamazoo.
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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. Fanchboner.
 Secretary—Wm. H. Tibbs.
 Treasurer—Rolland Clark.
 Executive Committee—Wm. Quigley, Chairman; Henry Riechel, Theron Forbes.

Effective Advertising Inside the Drug Store.

"Thank you," remarked the clerk, to the accompaniment of the cash register bell. "Good morning."

Which was politeness personified. But it was not business.

Beggs had asked me to come down with him to the corner drug store. He is a sociable chap, is Beggs. We call him Hifalutin, for short. As he floated into the store a tall, gentlemanly looking clerk came thoughtfully forward.

"What can I do for you, sir?" he remarked.

"I would like a package of tooth-paste," rejoined Beggs.

The tall clerk brought the tooth-paste forward in a mournful, unobtrusive fashion, as little enthusiastic as though he were in the act of sacrificing his first-born. He told us the price. Beggs laid a quarter on the counter.

"You needn't bother to wrap it up," remarked Beggs, thrusting the package into his pocket.

Lingering a moment, he glanced interestedly at an assortment of pipes in a silent salesman. Thence his eyes roamed to the fancy confectionery display beyond the cash register. The tall clerk was staring at him. Beggs at length turned away.

"Fine day, isn't it?" commented the tall clerk, gazing indifferently out the front window at two boys playing in the middle of the dusty roadway. "Good morning."

"I felt like buying one of those pipes this morning," Beggs told me,

hunching up his shoulders, "but—hang it, the fellow hadn't ambition enough to show me anything. Really, I was afraid the exertion of removing a pipe from the showcase might prove too much for him. Why," he continued, enthusiastically, "down at Wilkins' store, young Wilkins no sooner hears me say that I want tooth paste than he enquires what kind I prefer, and before I have a chance to answer he has half a dozen different varieties spread out for my inspection. While he is making change he tells me about the latest thing in safety razors or the new line of fountain pens he has in, or the tony confectionery he is handling at a dollar a box, and the minute he sees my eyes light on anything, he's telling me all about it. It's a whale of an expense going into Wilkins' store, he finds so many things I need before I can slide out again."

Beggs reflected a moment.

"Those were mighty good looking pipes," he muttered. "But I never feel like buying where people do not take interest enough in their business to show me the goods."

All of which reminds me that there are two classes of clerks, salesmen and ordertakers.

It reminds me, too, that the very best and most effective advertising is the kind that is done by the salesman inside the store.

You are spending a deal of money every year in newspaper space, for the purpose of attracting customers to your store. You're putting a lot of effort into window displays, to attract the attention of the chance passer-by. When you have lured the customer inside the store, do you keep on advertising, or do you just let things sag all of a sudden and tumble perfectly flat.

When all's said and done, wasn't it the final hard, strong pull that decided at the school games whether the girls' team or the boys' won the tug of war championship. If the boys forgot to make that final pull right at the crucial moment, after they'd been straining every nerve to pull the rope across the line, it was just then that the girls tugged a little bit harder—and the boys went sliding across to defeat instead of tugging steadily on to victory.

After you've laid in the best and most complete stock you can get hold of, advertised it in fine style in the newspapers, talked it up most convincingly in your window displays and brought the customer up to where he toes the scratch and is just on the verge of being yanked

across the line into the actual buying arena—is that the minute when you let go, and lose it all?

Not if you're a salesman. Not if you train your clerks to be, not ordertakers, but salesmen.

If you and your clerks are properly trained, that's just the minute when you clinch the newcomer as a customer for all time to come.

If this man glances at a packing box being unloaded outside, do you grab the chance to remark, casually: "We're just getting in the first of our Christmas stuff. We'll have something fine to show you this season, and everything brand new."

Or, if a lady has asked for a brush or comb, do you also suggest a pocket mirror, or a dressing case, and show them to her?

Or, if a young fellow buys a safety razor, do you impress upon him the importance of a good lather, such as is produced by the use of So-and-So's shaving soap; or do you show him a neat line of shaving mugs and introduce him to the best thing in brushes?

That's suggestion, and suggestion—showing things—is the groundwork of salesmanship. The article called for suggests to your mind something that should go with it; and you in turn suggest the additional article to the customer.

Now, you might very easily let that chance go with the sale of a single safety razor. But that man, sooner or later, must buy shaving soap and a brush and probably a mug, and if you don't sell right at

the moment these or any of the other things you suggest along that line that man will come to you first when he needs them, just because you were the one who first suggested them to his mind. In eight cases out of ten he'll go past another drug store to buy them from you, such is the lasting effect of suggestion upon the human mind.

So show your goods. Advertise them within the store just as sedulously as you do in your newspaper space, your window displays, your dodgers and your signs. Advertise them judiciously, use care and tact in your suggestions, but advertise inside the store just as you do without. When all is said and done, the most sales even in this day of printer's ink are made by the old, simple, familiar process of showing the goods.

Victor Lauriston.

The Drug Market.

Opium—Is very firm.

Carbolic Acid—Has advanced 1c a pound.

Lycopodium—Is higher.

Mercurials—Have advanced.

Menthol—Is slightly lower.

Quicksilver—Has advanced.

Oil Bergamot—Is higher.

Oil Lemon—Has advanced.

Oil Orange—Is higher.

Golden Seal Root—Is very scarce and has again advanced.

The candidate who throws mud is less apt to win than one who comes down with the "dust."



Mr. Merchant: How many leaks are there in your NET?

Here are a few we've found in the profits of other merchants:

- 1—Forgotten charges.
- 2—Overlooked credits and disputes.
- 3—Incorrectly checked C.O.D.'S.

- 4—Lack of credit regulation.
- 5—Books not posted.
- 6—Forgotten "please remits."
- 7—Loose records of cash sales.
- 8—Disputes with adjusters after fire losses.
- 9—Month-end tracing after errors committed daily.
- 10—Lack of reliability of credit customers.

WE'VE TURNED LOSS INTO PROFIT

by our simple, direct and efficient methods:

Just one writing—no books—daily auditing—records made at the time of transactions—co-operation between merchants and housewives—credit regulation—mistake tracer—C. O. D. checking system—fire-proof records of every phase of the business—combined in one compact system that takes five minutes to learn.

It saves time—saves money—conserves profit and holds trade.

Use the attached coupon and send for full particulars *now*—before your eyes wander from this announcement. Address

The American Case & Register Co.
 Salem, Ohio, U. S. A.

The American Case & Register Company, Salem, Ohio.

Dear Sirs:—Without cost to me, please send details of your Account Register and System for merchants.

Name Address

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 oils and other products, including categories like Oils, Vanilla, Zinc Sulph, and various medicinal oils.



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.

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 appetising, 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

- Smoked Meats
Spring Wheat Flour
Cheese
Package Coffee
Peanuts
Dry Beans

DECLINED

Index to Markets
By Columns

Table listing various grocery items and their prices, organized by column (A, B, C, D, F, G, J, M, N, O, P, R, S, T, V, W, Y).

1 ARCTIC AMMONIA

Table listing items under column 1, including Axle Grease, Bath Brick, Brooms, Brushes, Butter Color, Candles, Farinaceous Goods, Gelatine, Grains, Herbs, Jelly, Maple, Mince Meats, Mustard, Nuts, Olives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Sals, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Soda, Spices, Starch, Syrups, Table Sauces, Tea, Tobacco, Twine, Vinegar, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

2 OYSTERS

Table listing items under column 2, including Oysters, Plums, Pears in Syrup, Marrowfat, Early June, Early June sifted, Pie, No. 10 size can pie, Pineapple, Grated, Sliced, Pumpkin, Fair, Good, Fancy, Gallon, Raspberries, Standard, Salmon, Col'a River, tallis, Col'a River, flats, Red Alaska, Pink Alaska, Sardines, Domestic, Mus., French, Shrimps, Dunbar, Fair, Good, Fancy, Strawberries, Standard, Fancy, Tomatoes, Good, Fair, Fancy, CARBON OILS, Perfection, D. S. Gasoline, Gas Machine, Deodor'd Nap'a, Cylinder, Engine, Black, winter, CATSUP, Columbia, Snider's pints, Snider's 1/2 pints, CEREALS, Bear Food Pettijohns, Cream of Wheat, Egg-O-See, Post Toasties, Post Toasties T No. 2, Post Toasties T No. 3, 36 pkgs., Apetiao Biscuit, Grape Nuts, Malta Vita, Mapl-Flake, Pillsbury's Vitos, Ralston Health Food, Saxon Wheat Food, Shred Wheat Biscuit, Kellogg's Toasted Corn, Vigor, Volt Corn Flakes, Washington Crisps, Rolled Oats, Steel Cut, Monarch, Monarch, 90 lb. sacks, Quaker, 18 Regular, Quaker, 20 Family, Cracked Wheat, CHEESE, Acme, Bloomingdale, Carson City, Warner, Riverside, Hopkins, Brick, Leiden, Limburger, Pineapple, Sap Sago, Swiss, domestic.

3 CHEWING GUM

Table listing items under column 3, including Adams Pepsin, American Flag Spruce, Beaman's Pepsin, Best Pepsin, Best Pepsin, 5 boxes, Black Jack, Largest Gum (white), O. K. Pepsin, Red Robin, Sen Sen, Sen Sen Breath Perf., Spearmint, Spearmint, jars 5 bxs, Yucatan, Zeno, CHICORY, Bulk, Red, Eagle, Franck's, Schener's, Red Standards, White, CHOCOLATE, Walter Baker & Co.'s, German's Sweet, Premium, Caracas, Walter M. Lowney Co., Premium, CIDER, SWEET, Regular barrel, Trade barrel, 1/2 Trade barrel, Boiled, per gal., Hard, per gal., CLOTHES LINES, No. 40 Twisted Cotton, No. 50 Twisted Cotton, No. 60 Twisted Cotton, No. 80 Twisted Cotton, No. 50 Braided Cotton, No. 60 Braided Cotton, No. 80 Braided Cotton, No. 50 Sash Cord, No. 60 Sash Cord, No. 60 Jute, No. 72 Jute, No. 60 Sisal, Galvanized Wire, No. 20, each 100ft. long, No. 19, each 100ft. long, COCOA, Baker's, Cleveland, Colonial, Bpps, Huyler, Lowney, Lowney, Lowney, Van Houten, Van Houten, Van Houten, 1s, Webb, Wilber, Wilber, COCOANUT, Dunham's, 1/8s, 5lb. case, 1/4s, 5lb. case, 1/4s, 15lb. case, 1/2s, 15lb. case, 1s, 15lb. case, 1/4s & 1/2s, 15lb. case, Scalloped Gems, 1/4s & 1/2s, pails, Bulk, pails, Bulk, barrels, COFFEES, ROASTED, Rio, Common, Fair, Choice, Fancy, Peaberry, Santos, Common, Fair, Choice, Fancy, Peaberry, Maracalbo, Fair, Choice, Mexican, Choice, Fancy, Guatemala, Fair, Fancy, Java, Private Growth, Mandling, Aukola, Mocha, Short Bean, Long Bean, H. L. O. G., Bogota, Fair, Fancy, Exchange Market, Steady, Spot Market, Strong Package, New York Basis, Arbuckle, Lion, McLaughlin's XXXX, McLaughlin's XXXX sold to retailers only, Mail all orders direct to W. F. McLaughlin & Co., Chicago, Extract, Holland, 1/2 gro boxes, Felix, 1/2 gross, Hummel's foil, 1/2 gro., Hummel's tin, 1/2 gro.

4 CONFECTIONS

Table listing items under column 4, including Stick Candy, Standard, Standard H H, Standard Twist, Jumbo, 32 lb., Extra H H, Boston Cream, Big stick, 30 lb. case, Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, Leader, Kindergarten, French Cream, Star, Hand Made Cream, Premio Cream mixed, Paris Cream Bon Bons, Fancy-in Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, Lozenges, plain, Champion Chocolate, Eclipse Chocolates, Eureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Bon Bons, Golden Waffles, Red Rose Gum Drops, Auto Bubbles, Fancy-In 5lb. Boxes, Old Fashioned Molasses Kisses, Orange Jellies, Lemon Sours, Old Fashioned Horehound drops, Peppermint Drops, Champion Choc. Drops, H. M. Choc. Drops, H. M. Choc. Lt. and Dark, No. 12, Bitter Sweets, as'd, Brilliant Gums, Cryst. A. A. Licorice Drops, Lozenges, printed, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Crms, Cream Wafers, String Rock, Wintergreen Berries, Old Time Assorted, Buster Brown Good, Up-to-date Assmt, Ten Strike No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Pop Corn, Cracker Jack, Giggles, 5c pkg. cs, Fan Corn, 50's, Azulikit 100s, Oh My 100s, Cough Drops, Putnam Menthal, Smith Bros., NUTS-Whole, Almonds, Tarragona, Almonds, Drake, Almonds, California, soft shell, Brazils, Filberts, Cal. No. 1, Walnuts, soft shell, Walnuts, Marbot, Table nuts, fancy, Pecans, medium, Pecans, ex. large, Triumphs, Jumbos, Hickory Nuts, per bu., Ohio, new, Cocoanuts, Chestnuts, New York State, per bu., Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Albicente Almonds, Jordan Almonds, Peanuts, Fancy H P Suns, Roasted, Choice, raw, H. P. Jumbo, National Biscuit Company, Brand, Butter, N. B. C. Sq. bbl. 6 bx, Seymour, Rd. bbl. 6 bx, Soda, N. B. C., boxes, Premium, Select, Saratoga Flakes, Zephyrette, Oyster, N. B. C. Rd. boxes, Gem, boxes, Faust.

5 Sweet Goods

Table listing items under column 5, including Animals, Apricot Gems, Atlantics, Atlantic, Assorted, Avena Fruit Cakes, Bonnie Doon Cookies, Brittle, Bumble Bee, Cadets, Cartwheels Assorted, Chocolate Drops, Chocolate Drp Centers, Choc. Honey Fingers, Circle Honey Cookies, Cracknels, Coconut Taffy Bar, Coconut Bar, Coconut Drops, Coconut Macaroons, Coconut Hon. Fingers, Coconut Hon. Jumb's, Coffee Cakes, Coffee Cakes, Iced, Crumpets, Dinner Biscuit, Dixie Sugar Cookies, Domestic Cakes, Domino Dots, Evening Fingers, Family Cookies, Fig Cake Assorted, Fig Newtons, Florabel Cakes, Fluted Coconut Bar, Frosted Creams, Frosted Ginger Cookie, Fruit Lunch Iced, Gala Sugar Cakes, Ginger Gems, Ginger Gems, Iced, Graham Crackers, Ginger Snaps Family, Ginger Snaps N. B. C., Square, Hippodrome Bar, Honey Cake, N. B. C., Honey Fingers As. Ice, Honey Jumbles, Iced, Honey Jumbles, plain, Honey Flake, Household Cookies, Household Cookies, Iced, Imperial, Jersey Lunch, Jonnie, Jubilee Mixed, Kream Klips, Laddie, Lemon Gems, Lemon Biscuit Square, Lemon Wafer, Lemona, Mary Ann, Marshmallow Coffee, Cake, Marshmallow Walnuts, Medley Pretzels, Molasses Cakes, Molasses Cakes, Iced, Molasses Fruit Cookies, Iced, Molasses Sandwich, Mottled Square, Oatmeal Crackers, Orange Gems, Penny Assorted, Peanut Gems, Pretzels, Hand Md., Pretzeltes, Hand Md., Pretzeltes, Mac. Md., Raisin Cookies, Revere, Assorted, Rittenhouse Fruit Biscuit, Ruber, Scalloped Gems, Spiced Currant Cakes, Spiced Ginger Cakes, Spiced Ginger Cks Iced, Sugar Fingers, Sugar Cakes, Sugar Crimp, Sugar Squares, large, or small, Sultana Fruit Biscuit, Sunnyside Jumbles, Superba, Sponge Lady Fingers, Triumph Cakes, Vanilla Wafers, Wafer Jumbles cans, Waverly, In-er Seal Goods, Albert Biscuit, Animals, Arrowroot Biscuit, Baronet Biscuit, Bremmer's Butter, Wafers, Cameo Biscuit, Cheese Sandwich, Chocolate Wafers, Coconut Dainties, Dinner Biscuits, Faust Oyster, Fig Newton, Five O'clock Tea, Frortana, Ginger Snaps, N. B. C., Graham Crackers, Red Label, Lemon Snaps, Marshmallow Dainties, Oatmeal Crackers, Old Time Sugar Cook, Oval Salt Biscuit, Oysterettes, Pretzeltes, Hd. Md., Royal Toast, Saltine Biscuit, Saratoga Flakes, Social Tea Biscuit.

6

Soda Crackers N. B. C. 1 00
Soda Crackers Select 1 00
S. S. Butter Crackers 1 50
Unedda Biscuit 50
Unedda Linjer Wayfer 1 00
Unedda Lunch Biscuit 50
Vanilla Wafers 1 00
Water Thin Biscuit 1 00
Zu Zu Ginger Snaps 50
Zwieback 50

In Special Tin Packages.
Per doz.
Festino 2 50
Nabisco, 25c 2 50
Nabisco, 10c 1 00
Champagne wafer 2 50

Sorbetto 1 00
Nabisco 1 75
Festino 1 40
Bent's Water Crackers 1 40

CREAM TARTAR
Barrels or drums 33
Boxes 34
Square cans 36
Fancy caddies 41

DRIED FRUITS
Apples
Sundried 12@13
Evaporated 12@13

Apricots
California 14@16
Citron @15

Currants
Imp'd 1 lb. pkg. @10
Imported bulk @ 9 1/2

Peaches
Muir's-Choice, 25 lb. bx 9 1/2
Muir's-Fancy, 25 lb. b. 11
Muir's-Fancy, 50 lb. b. 10 1/2

Peel
Lemon American 13
Orange American 13

Raisins
Connosiar Cluster 3 25
Dessert Cluster 4 00

Loose Muscatels 3 Cr
Loose Muscatels 4 Cr
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

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

1/2c less in 50lb. cases
FARINACEOUS GOODS
Beans
Dried Lima 8
Med. Hand Picked 2 45
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 75

Peas
Green, Wisconsin, bu.
Green, Scotch, bu. 2 90
Split, lb. 04

Sage
East India 5
German, sacks 5
German, broken pkg. 5

Tapoca
Flake, 100 lb. sacks 6
Pearl, 130 lb. sacks 2 25
Pearl, 36 pkgs. 2 55
Minute, 36 pkgs. 2 75

FISHING TACKLE
1/2 to 1 in. 6
1 1/4 to 2 in. 7
1 1/2 to 2 in. 9
1 3/4 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 25
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. 8 size 36 00
No. 8 size 48 00

No. 8 size 48 00
Coleman Terp. Lemon
No. 2 size 9 60
No. 4 size 18 00
No. 8 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
1 oz. flat 100 00

7

Jaxon Terp. Lemon
1 oz. oval 10 20
2 oz. oval 16 80
4 oz. flat 33 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.
Map. Fine
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 19 17 1/2

GRAIN AND FLOUR
Wheat
Red 85
White 84

Winter Wheat Flour
Local Brands
Patents 5 00
Second Patents 4 80
Straight 4 40
Second Straight 4 00
Clear 3 70
Flour in barrels, 25c per barrel additional.

Lemon & Wheeler Co.
Big Wonder 1/2s cloth 4 30
Big Wonder 1/4s 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, 1/2s cloth 5 40
White Star, 1/4s cloth 5 30
White Star, 1/8s cloth 5 20

Worden Grocer Co.
American Eagle, 1/2 c1 5 40
Grand Rapids Grain & Milling Co. Brands
Purity, Patent 4 80
Seal of Minnesota 5 50
Wizard Flour 4 49
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 4 65

Judson Grocer Co.'s Brand
Ceresota, 1/2s 6 20
Ceresota, 1/4s 6 10
Ceresota, 1/8s 5 90

Lemon & Wheeler's Brand
Wingold, 1/2s 5 80
Wingold, 1/4s 5 70
Wingold, 1/8s 5 60

Worden Grocer Co.'s Brand
Laurel, 1/2s cloth 5 85
Laurel, 1/4s cloth 5 75
Laurel, 1/8 & 1/2s paper 5 65
Laurel, 1/2s cloth 5 65

Vogt Mung Co.'s Brand
Vogt's Crescent 4 90
Vogt's Flourigt 4 90
Vogt's Hygienic 5 00
Graham 5 00
Vogt's Royal 5 30

Wykes & Co.
Sleepy Eye, 1/2s cloth 5 55
Sleepy Eye, 1/4s cloth 5 45
Sleepy Eye, 1/8s cloth 5 35
Sleepy Eye, 1/2s paper 5 35
Sleepy Eye, 1/4s paper 5 35

Watson-Higgins Milling Co.
Perfection Flour 4 50
Tip Top Flour 4 10
Golden Sheaf Flour 3 80
Marshall's Best Flour 5 50
Perfection Buckwheat 3 00
Tip Top Buckwheat 2 80
Badger Dairy Feed 24 00
Alfalfa Horse Feed 26 00
Kaffir Corn 1 35
Hoyle Scratch Feed 1 45

Meat
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

8

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 Leaves 15
Senna Leaves 25

HIDES AND PELTS
Hides
Green, No. 1 9
Green, No. 2 8
Cured, No. 1 10 1/2
Cured, No. 2 9 1/2

Calfskin, green, No. 1 13
Calfskin, green, No. 2 11 1/2
Calfskin, cured No. 1 14
Calfskin, cured No. 2 12 1/2

Pelts
Old Wool 30
Lams 15@ 25
Shearlings 10@ 20

Tallow
No. 1 5
No. 2 4

Wool
Unwashed, med. 18
Unwashed, fine 13

HORSE RADISH
Per doz. 90

JELLY
5lb. pails, per doz. 2 25
15lb. pails, per pail 50
30lb. pails, per pail 90

JELLY GLASSES
1/2 pt. in bbls., per doz. 15
1 1/2 pt. in bbls., per doz. 16
8 oz. capped in bbls., per doz. 20

MAPLE
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
1/4 lb. 6 lb. box 18

OLIVES
Bulk, 1 gal. kegs 10@120
Bulk, 2 gal. kegs 95@110
Bulk, 5 gal. kegs 90@105

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 25 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 bbls., 600 count 4 50
5 gallon kegs 2 25

Small
Barrels 9 00
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. 808 Bicycle 2 00
No. 632 Tour'n't whist 2 25

POTASH
Babbitt's 4 00

PROVISIONS
Barreled Pork
Clear Back 16 50
Short Cut 15 75
Short Cut Clear 15 75

Bean 12 50
Brisket, Clear 23 00
Pig 23 00
Clear Family 26 00

Dry Salt Meats
S P Bellies 14
Lard
Pure in tierces 9@ 9 1/2
Compound lard 8@ 8 1/2

80 lb. tubs, advance 7 1/2
60 lb. tubs, advance 7 1/2
50 lb. tins, advance 7 1/2
20 lb. pails, advance 7 1/2
10 lb. pails, advance 7 1/2

9

5 lb. pails, advance 1
8 lb. pails, advance 1

Smoked Meats
Hams, 12 @ av. 15 1/2@16
Hams, 14 lb. av. 15 @15 1/2
Hams, 16 lb. av. 15 @15 1/2
Hams, 18 lb. av. 14 @14 1/2

Skinnet Hams 16 1/2@16
Ham, dried beef sets .18
California Hams 9 1/2@10
Picnic Boiled Hams .15
Boiled Hams .24@24 1/2
Berlin Ham, press'd 9@ 5
Minced Ham 10 50

Bacon
No. 1 14 1/2@15

Sausages
Bologna 7 1/2
Liver 7 1/2@ 8
Frankfort 8@ 8 1/2

Pork
Veal 11
Tongue 11
Headcheese 9

Beef
Boneless 14 00
Rump, new 14 00

Pig's Feet
1/2 bbls. 95
3/4 bbls., 40 lbs. 1 90
1/4 bbls., 40 lbs. 4 00
1 bbl. 8 00

Tripe
Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 50
1/2 bbls., 80 lbs. 3 00

Casings
Hogs, per lb. 35
Beef, 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, 1/2s 50
Potted Ham, 1/4s 90
Deviled Ham, 1/2s 90
Deviled Ham, 1/4s 90
Potted tongue, 1/4s 50
Potted tongue, 1/2s 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 lbs. 3 00

SAL SODA
Granulated, bbls. 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
Flotlock @ 5

Halibut
Strips 15
Chunks 16

Holland Herring
Y. M. wh. hoop, bbls. 11 00
Y. M. wh. hoop, 1/2 bbl. 6 00
Y. M. wh. hoops, kegs 75
Y. M. wh. hoop Milchers kegs 85
Queen, bbls. 10 50
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 10
Cardamom, Malabar 1 00
Celery 15

10

Hemp, Russian 4 1/2
Mixed Bird 4 90
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, Cochich 14 1/2
Mace, Penang 70
Mixed, No. 2 16 1/2
Mixed, No. 1 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 45

Pure Ground in Bulk
Allspice, Jamaica 12
Cloves, Zanzibar 23
Cassia, Canton 12
Ginger, African 12
Mace, Penang 75
Nutmegs 75-80 35
Pepper, Black 11 1/2
Pepper, White 18
Pepper, Cayenne 16
Paprika, Hungarian 45

STARCH
Corn
Kingsford, 40 lbs. 7 1/2
Muzzy, 20 lb. pkgs. 5 1/2
Muzzy, 40 lb. pkgs. 5

Gloss
Kingsford
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 lb. packages 6
50 lb. boxes 2 1/2

SYRUPS
Corn
Barrels 25
Half barrels 28
20lb. cans 1/2 dz. in cs. 1 65
10lb. cans, 1/2 dz. in cs. 1 60
5lb. cans, 2 doz. in cs. 1 70
2 1/2 lb. cans, 2 doz. in cs. 1 75

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 .3
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 25
Formosa, choice 32

English Breakfast
Medium 25
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. 3 15
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

11

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. 5 20
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 30
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. 98
Gold Rope, 14 to lb. 58
G. O. F. 46
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
Nobny Spun Roll 58
Parrot 28
Peachey 40
Picnic Twist 45
Piper Heidsieck 69
Redicut, 1 1/2 oz. 38

Red Lion 30
Sherry Cobiter, 10 oz. 26
Spear Head, 12 oz. 44
Spear Head, 14 1/2 oz. 44
Spear Head 7 oz. 47

Square Deal 26
Star 43
Standard Navy 34
Ten Penny 31
Town Talk 14 oz. 30
Yankee Girl 32

Smoking
Sweet Core 44
Flat Car 32
Warpath 26

Bamboo, 16 oz. 25
1 X L, 5lb. 27
1 X L, 16 oz. pails 31
Honey Dew 40
Gold Block 40

Flagman 40
Chips 33
Kiln Dried 21
Duke's Mixture 49
Duke's Cameo 43

Myrtle Navy 44
Yum Yum, 5c per gro 5 85
Yum Yum 10c per gro 11 50
Yum, Yum, 1lb. pails 39

Cream 38
Corn Cake, 1 1/2 oz. 26
Corn Cake, 2lb. 21

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
Kat, wood	80
Kat, 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	3
Wax Butter, short c't	13
Wax Butter, full count	20
Wax Butter, rolls	19
YEAST CAKE	
Magic, 3 doz.	1 15
Sunlight, 3 doz.	1 00
Sunlight, 1 1/2 doz.	50
Yeast Foam, 3 doz.	1 15
Yeast Cream, 3 doz.	1 00
Yeast Foam, 1 1/2 doz.	58
AXLE GREASE	
Mica, tin boxes	75 3 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 lots31
El Portana33
Evening Press32
Exemplar32
Worden Grocer Co. Brand
Ben Hur35
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritanos35
Panatellas, Finas35
Panatellas, Bock35
Jockey Club35

COCOANUT
Baker's Brazil Shredded



10 5c pkgs., per case 2 60
86 10c pkgs., per case 2 60
16 10c and 38 5c pkgs., per case2 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
Royal High Grade
Superior Blend
Boston Combination
Distributed by Judson Grocer Co., Grand Rapids; Lee & Cady, Detroit; Symons Bros. & Co., Saginaw; Brown, Davis & Warner, Jackson; Godsmark, Durand & Co., Battle Creek; Fielbach Co., Toledo.

SAFES




Small size, doz.40
Large size, doz.75

Full line of fire and burglar proof safes kept in

14

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 boxes3 20
Five box lots3 15
Ten box lots3 10
Twenty-five box lots3 00

J. S. Kirk & Co.
American Family4 00
Dusky Diamond 50 8 oz2 80
Dusky D'nd 100 6 oz3 80
Jap Rose, 50 bars3 60
Savon Imperial3 00
White Russian3 60
Dome, oval bars3 00
Satinet, oval2 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 cakes3 25
Big Master, 72 blocks 2 85
German Mottled3 50
German Mottled, 5 uxs 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

Henry Passolt



Atlas soap3 25
Proctor & Gamble Co.
Lenox3 25
Ivory, 6 oz.4 00
Ivory, 10 oz.6 75
Star3 85

Tradesman Co.'s Brand



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

A. B. Wrisley
Good Cheer4 00
Old Country3 40

Soap Powders
Snow Boy, 24s family size3 75
Snow Boy, 60 5c2 40
Snow Boy, 30 10c2 40
Gold Dust, 24 large4 50
Gold Dust, 100-5c4 00
Kirkoline, 24 4lb.3 80
Pearline3 75
Soapine4 10
Babbitt's 17763 75
Rosene3 50
Armour's3 70
Wisdom3 80

Soap Compounds
Johnson's Fine5 10
Johnson's XXX4 25
Nine O'clock3 30
Rub-No-More3 85

Scouring
Enoch Morgan's Sons
Sapolio, gross lots9 00
Sapolio, half gro. lots 4 50
Sapolio, single boxes 2 25
Sapolio, hand2 25
Scourine Manufacturing Co
Scourine, 50 cakes1 80
Scourine, 100 cakes ...3 50

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.

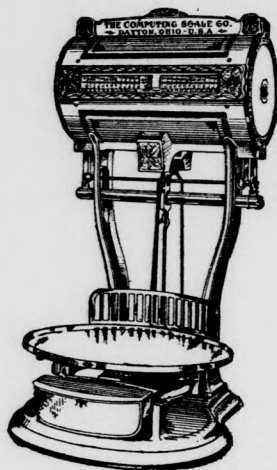
Reynolds Flexible Asphalt Slate Shingles resemble slate in appearance and add much to the looks of a building. They lay as easily as wooden shingles—do not color rain water and are fire resisting. With the use of Reynolds Flexible Asphalt Slate Shingles the most durable part of the building will be the roof.

Send for trade prices and agency proposition.

H. M. Reynolds Roofing Co.
Established 1868 Grand Rapids, Mich.

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 action 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

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—Drug stock with soda fountain. Reason for selling, not registered pharmacist. G. W. Potter, Saranac, Mich. 526

For Sale—The Rexall Drug Store, Sparta, Mich. Now best town of size in Michigan and still growing—1600 to 1800 population. One other drug store. Stock consists of drugs, medicines, books, stationery, wall paper, paints, oils, etc. A live stock making money all the time. Reason for selling, other business. Allen E. Way, Sparta, Mich. 524

For Sale—Stock drugs, groceries, notions, stationery in thriving northern railroad and resort village of 500. Surrounded by thickly settled country. Address No. 523, care Tradesman. 523

For Sale—Clean up-to-date stock millinery goods and fixtures. Only millinery store in town of one thousand. Good reason for selling. Address No. 529, care Tradesman. 529

For Sale—Drug and grocery stock, very profitable trade, full prices, finest location. Rent low, town growing, unlimited water power. Very little cash required. Address Dr. Pierce, Beaverton, Mich. 528

For Sale—The entire stock of The Loudon Clothing Co., at Manistee, Mich., consisting of men's and boys' clothing, hats, caps, and furnishing goods. Cheap. Investigate. Must be sold by August 1. Roy S. Loudon, Assignee. 527

Well established business consisting of groceries, hardware, paints, oil, crockery and window glass; horse, wagon and sleigh. Will invoice \$5,000—will sell for \$4,000. E. A. Sauer, 198 Bates Ave., St. Paul, Minn. 522

For Sale—Soda fountain, confectionery, groceries, tobaccos, etc. Michigan fruit belt town with good summer resort trade. Present owner netted \$1,200 last year. Address No. 521, care Tradesman. 521

For Sale—A general store at a sacrifice on account of sickness in Green River, Utah. On D. & R. G. railroad. Address T. A. Creighton, Green River, Utah. 520

For Sale—A clean stock of groceries and hardware; will consider a dwelling or small place near town. Address J. N. Douglas, Belvidere, Illinois. 519

For Sale—An up-to-date stock of general merchandise and fixtures in the best farming community in the state near Grand Rapids. Good railroad facilities. A rare opportunity. An ideal place to live. Better investigate this. Address L. care Michigan Tradesman. 515

Drug Store—Owing to failing health, I want to sell out. Terms to suit. Dr. Bolio, Coral, Mich. 513

For Rent—Large roomy brick store building. Good point for general store. Dr. Bolio, Coral, Mich. 514

For Sale—An up-to-date drug store, modern in all respects, in hustling town of 3,000. Enjoying a good business. A fine location. Will sacrifice if taken at once. Address G. W. F. Hesse, Midland, Mich. 508

For Sale—First-class stock general merchandise. Best business and location in town. Address Box 606, Vassar, Mich. 507

To Exchange—I will trade general merchandise for a national cash register and good computing scales and Oliver typewriter. Address Lock Box 87, Olney, Ill. 509

For Sale or Trade—340 acres of fine unimproved Wood Co. Wisconsin land. No waste land, all drained. Want stock general merchandise, about \$15,000. Pay difference. Address Box 176, Mt. Sterling, Ill. 506

For Sale—Store building and small stock, centrally located. Party must leave town account ill health. Particulars enquire P. O. Box 295, East Jordan, Mich. 512

For Sale—Clean shoe stock in a neat, live manufacturing town in Michigan of 10,000. Stock will invoice about \$5,000, fixtures \$550. Can be reduced to suit purchaser. Fine location. Rent reasonable. Elegant chance to make some money. Liberal discount if sold soon. I wish to leave the state. No agents need apply. Address No. 511, care Tradesman. 511

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

Best Location—For a general store in Northern Michigan, is at Sherman just now. Investigate at once by addressing Box 126, Sherman, Mich. 510

Only bakery, confectionery in fast growing town, 12,000. Modern machinery, god retail trade. Can't miss it here. Reason for selling, poor health. Write E. DeMuth, Gadsden, Ala. 503

Merchants—If you want spot cash for your stock, address R. W. Johnson, 616 Third St., Peoria, Ill. 493

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—Meat market business, bazaar business, small grocery, confectionery. All good businesses. Globe Realty Co., Ludington, Mich. 494

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 Or Exchange—Stock of goods and fixtures, inventorying \$6,000, in hustling city of 10,000 population. Address No. 478, care Tradesman. 478

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

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

Write us for plans and prices on a rousing ten-days' sale. Address Western Sales Company, Homer, La. 411

Safes Opened—W. L. Stocum, 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. 984

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—Experienced salesman to sell factory line of men's Goodyear Welt shoes in Indiana, Illinois, Michigan and Iowa. Address J. W. Carter & Co., Nashville, Tenn. 525

Wanted—Salesman calling on shoe trade, sell oak set, price \$12, commission \$4. Photo and sample mailed. Sales Department, 161½ Market St., Hannibal, Mo. 505

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

THE BACHELOR GIRL.

Dr. A. E. Winship, in one of his lectures, divided women into four classes: Those happily married, those happy and not married, those unhappy because not married and those unhappy because they were married. The first he classed as the most happy and the last as by far the most wretched.

The bachelor girl, a term especially significant, was not known a few years ago. Yet she has in a way revolutionized the conditions of her sex. The opprobrious term, "old maid," is now seldom heard. The single woman of to-day is free to go and come, to make an honest living in a multitude of ways, and yet not to lose by this independence one bit of true femininity. Because she can not stand the physical work of washing and cooking, does not like sewing and is not fitted for teaching, she is still not forced to the old alternative of marriage for a home, but may gain a comfortable living in one of many other ways unless the right party should happen along and persuade her to join Dr. Winship's first group.

There is no possible reason why a girl should stay at home and help in the economy of making a little money go a great way unless she is needed there. Her brother would be called lazy and the parents who permitted such procedure would be deemed foolish. Independence is as desirable in successful womanhood as in successful manhood. Queen Victoria was wise and far-seeing in insisting that each of her daughters be taught some way to make a living.

The bachelor girl has learned many things—and she has been a teacher as well. She has proved that language may be emphatic without being profane; funny without descending to vulgarity. Her presence in shop and office has had a refining influence. She has increased her own strength financially, physically and morally, and the business world is the better for her presence.

FAMILY HEIRLOOMS.

Mrs. Russell Sage is about to present the First Congregational church of Hanover with a seventy-two piece set of solid silver for communion service, the value of which is \$700. This comes as a result of not being too proud to use the two old silver cups presented to the church by her great-great-grandfather in 1782. Mrs. Sage recently found out that they are still in good condition, although having been used by the church during all the years. She at once entered into negotiation with the church to exchange them for a more modern communion set, desiring to place them in her museum.

The incident brings to mind the priceless treasures which have been blotted out through the craze for things modern. The up-to-date housewife would now give a nice little fortune for the canopy bedstead which was consigned to the flames a couple of generations ago to make room for the cheap cottage bedstead which she would not now tolerate. The highly polished andirons

and candlesticks now hold a place of honor—the few of them that have escaped the junk pile. The Bible, a century old, has a commercial value which insures its preservation even if family ties are not binding enough to hold it sacred. The spinning wheel is honored. The old fashioned ink well and goosequill pen are no longer subjects of ridicule.

There are heirlooms in every household which should be preserved, even although they contain no precious gems. They tell of past struggles; record the evolution of art and science. In the effort to free our homes of trash we have been guilty of destroying some valuable articles. Let us gather together the few treasures handed down from past generations and enshrine them with the sacred memories which surround them. We have had in our own homes articles which historical societies would value. There is no reason why we should not show a similar respect.

LEST WE FORGET.

But a few days ago we heard an old lady commenting on the fact that she was not invited to a birthday party of an acquaintance. Vainly we strove to comfort her with the assurance that it was only relatives and near neighbors who were invited, or to shift the conversation to a more cheering channel. She invariably returned thoughtfully to the old topic, "She did not know what she had done to be omitted."

It is the way of the world. When she was 60 and the one in whose honor the party was given was only 30 they had met frequently at social gatherings; but now that she was 90 and he 60—things were different. True, she had been a semi-invalid for years, yet the fact that she was not invited quite overshadowed the one that it would have been impossible for her to go. She was forgotten, or even snubbed.

There was pathos in this one bit of heart-sore memory of yesterday, although most of the yesterdays were forgotten or crowded out by the memories of childhood. How easy it would have been to remember "Aunty" with an invitation even although the feeble limbs could no longer bear her beyond her own yard.

The simple post card greeting or the inexpensive birthday gift make the day happy to the recipient; for it is not the intrinsic worth of the thing but the idea of being remembered for which we are grateful. A single rose or carnation will bring with its color and fragrance memories still more beautiful. We can not afford to pass by, omitting the little attentions just because they are little. The kindly greeting, the simple gift, may strike a responsive chord. There is enough of sadness in this world without more being added just because we forget some little attention.

Nothing is more fatal to self-advancement than the lack of confidence in one's self—or fear. You should have the nerve to dart at a chance like a robin at a worm.

FRIENDLESS ANIMALS.

A Pittsburg paper announces its first annual outing of the Animal Rescue Farm with a picnic dinner for the fifty cats and one hundred dogs which now call this their home. They are strays picked up in various parts of the city and, instead of being allowed to starve or steal, victims of the small boy's love for fun(?), a continual annoyance to residents in the vicinity as well as to themselves, they are placed where they can at least be comfortable and happy.

More than this, there are homes in which just such animals will prove not only welcome but useful. The feline portion of the group may well be scattered among the farmers who are finding the rat problem a serious one. There are many communities in which the grain destroyed in a year is a burdensome loss. Rats have the habit of wasting very much more than they eat; they are too cute to fall into any trap after one or two of their kind have tested it to their sorrow; they multiply rapidly, and to hold them in check there is nothing more effective than a few cats. When they are numerous, one cat alone is not able to cope with them. Two or three will make it so unpleasant that they soon vacate the premises in disgust if they escape Tabby's claws.

There seems to be no reason why this humane establishment can not be at least in part self-sustaining. While there are many worthless dogs, some of them are such through lack of friends, the friendship of a dog, when once gained, is true and lasting. Adversity never lessens its faithfulness, and it will cling as closely with only a dry crust for reward as when a feast awaits it. The friendless animal is justly entitled to our help. The picnic for cats and dogs is suggestive of possibilities which we as human beings can not consistently pass by; and there may be much more than pure charity in the movement.

"TWO FOR FIVE."

A lady and child made a purchase at a 5 and 10 cent store, and as they passed out the girl observed the ice cream cones at two for a nickel. It was an extremely warm day and the half size cones appealed to the slender purse as just enough to refresh the tired system without encroaching much on the pennies allotted to needed articles. As they stepped back to give an order a couple of raggedurchins who were a little ahead secured the attention of the clerk, who drew from a drawer a very much soiled cloth and proceeded to clean a spoon for filling the order. The woman quietly slid away, remarking to the child that she guessed they did not want any. As they were seen to go directly to one of the best soda fountains in the city it was evident that the craving for something cool was not abated.

There was no reason why the "two for five" cones might not have been served in a neat, attractive manner. A lucrative business could easily be worked up, for there are many who crave just a mouthful of the cooling

product more frequently than they can afford to indulge in a full sized cone; but comparatively few will patronize at any price a booth run on such a slack basis.

It is the way we are served that counts more than half in this world. The "two for five" process may mean a saving of pennies in a cheaper substitute which will answer the purpose just as well. It may be but a defective product, which deceives some people once, and then is let severely alone. Cheapness may always be divided into two grades, the one of which is cheap and the other only cheap(?). If it is in your power, even at the expense of a small laundry bill, eliminate the question mark.

The Atlanta Constitution, one of the leading papers of the South, is being commended by the better element for its outspoken denunciations of the officials for permitting the lynching of two negroes recently, who were charged with a crime of which, however, they had not been proven guilty, and are calling for an investigation to ascertain the responsible parties, and bringing them to account. There is no doubt the great mass of people are law respecting, and such acts can not but be abhorrent to them. In speaking of the occurrence the Constitution declares: "Somebody is responsible, and somebody ought to be held accountable, not only for the purpose of fixing the blame for criminal official indifference, but to prevent a repetition of such an outrage in the future."

An editorial in a recent issue of the Chicago Tribune, reviewing the recent meeting of the National Educational Association at San Francisco, will meet with hearty approval. It emphasizes the importance of introducing into our public schools instruction on the obligations of citizenship. In filling our curriculum with a vast amount of rubbish, we have overlooked the fact that the children of to-day are to be the men of to-morrow in a democracy, and this should be our greatest consideration in arranging our educational plans.

BUSINESS CHANCES.

For Sale—Bazaar stock, good established business of five years, in a wealthy farming town of about 1,100 inhabitants. Stock invoiced \$1,225 July 1. Will sell cheap if sold at once. Reason for selling, poor health. Address No. 518, care Tradesman, 518

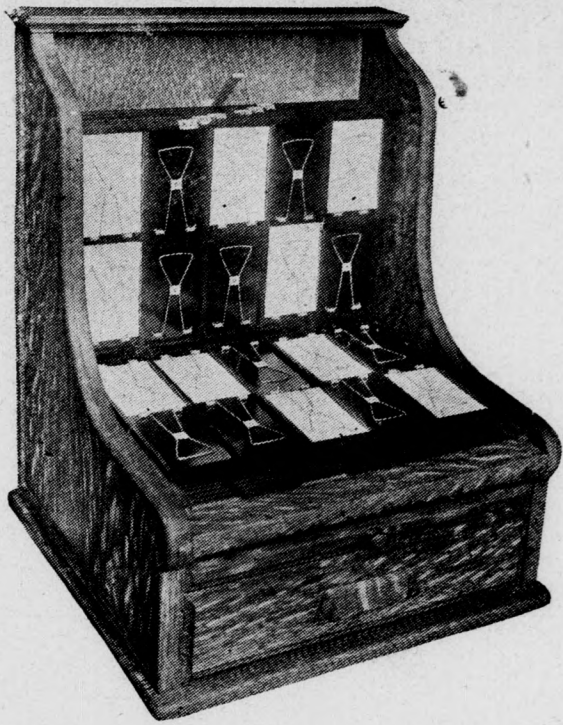
For Sale—Stock of general merchandise and fixtures which can be reduced to about \$6,000 in good manufacturing town of 1,300. Monthly pay roll of factories \$10,000. Yearly business \$30,000, best location and enjoying best trade. Two good summer resorts 2½ and 4 miles distant. Good market town. An AI opportunity for a live one. Write No. 530, care Tradesman, 530

For Sale, Rent or Exchange—New two-story and basement brick store building, with living rooms above. Nicely shelved and countered. Good show window. Oconto Falls, Wis. Good opening for dry goods or general store. Will give easy terms or exchange for land. Address Box 52, Independence, Iowa, 531

We paid 30 per cent. dividends in 1910; still have some stock to sell. Send for booklet, Profitable Investment. Empire Investment Company. East Liverpool, Ohio, 533

HELP WANTED.

Wanted—At once a young man experienced in dry goods department. Must be a fair trimmer and a good salesman. None but thoroughly competent need apply. Apply stating age, experience, salary wanted. Address H. Drebin, Cadillac, Mich. 532



Sunday Creek Coal Co. Buys Twenty-Four McCaskeys

THE SUNDAY CREEK COAL COMPANY, of Columbus, Ohio, has just ordered eighteen more McCaskey Account Register Systems, after giving a most severe trial to six McCaskeys purchased some months ago and after an open competitive test in which other so-called "accounting systems" assayed to prove their superiority.

In all, The Sunday Creek Coal Company has bought twenty-four McCaskey Systems for its twenty-four stores. No other method of handling accounts is used.

The same reasons why The Sunday Creek Coal Company bought only

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

should move you when you consider the installation of a one writing method of handling accounts of goods, money, labor—anything. Whether you have one store or fifty, one hundred accounts or ten thousand, The McCaskey System will take care of every detail of your business just as it does for more than seventy thousand merchants in all lines of business in all parts of the country.

This is what The McCaskey System will do for you:

It will cut out your useless bookkeeping, copying and posting from one book to another, and from book to billhead and statement.

It will prevent your forgetting to charge an account and in this way alone it will pay for itself several times in the first year it is in your store.

It prevents errors and the disputes with customers that follow.

It collects money faster than any human agency, because every sale slip is a reminder to the customer of the money due you.

It automatically limits the credit of those you wish to set a credit limit on.

It enables you to prove your loss to the penny if your store burns.

The McCaskey System keeps every account posted and totaled to the minute. It ends all book work, night work, worry and trouble over accounts.

The McCaskey System furnishes each customer with an itemized bill after each purchase and the total of his account to date—all footed up. The installation of the McCaskey System will speak more loudly for you to your trade than anything you can say or do, that you want your customers to "ALWAYS KNOW WHAT THEY OWE."

Every day you delay in installing the McCaskey System means a loss of dollars and trade to you. Write today for free information. We'll be glad to send you testimonial letters from merchants you know, in your own state, county and city.

It is cheaper to own a McCaskey than to do without one.

Act now; write before you forget.

The McCaskey Register Company

Alliance, Ohio

Agencies in all Principal Cities

The Largest Manufacturers of Carbon Coated Salesbooks in the World

For the Picnic Basket

There's nothing better to take than light and wholesome bread or biscuits.

Ham sandwiches are much better if the bread is home-made.

There's more substance to the bread and a better flavor.

It isn't dry and tough.

At least not if it's made of

LILY WHITE

"The Flour the Best Cooks Use"

And of course we wouldn't expect any well regulated family to use anything else.

Besides, it makes beautiful looking and most delicious tasting cake, and while you're making the bread it's a good plan to bake a cake also.

A nice, smooth, well rounded, frosted, evenly layered chocolate cake!

Doesn't it listen good?

Try a Lily White home-made picnic and keep father and the boys good natured.

Valley City Milling Co.

Grand Rapids, Mich.